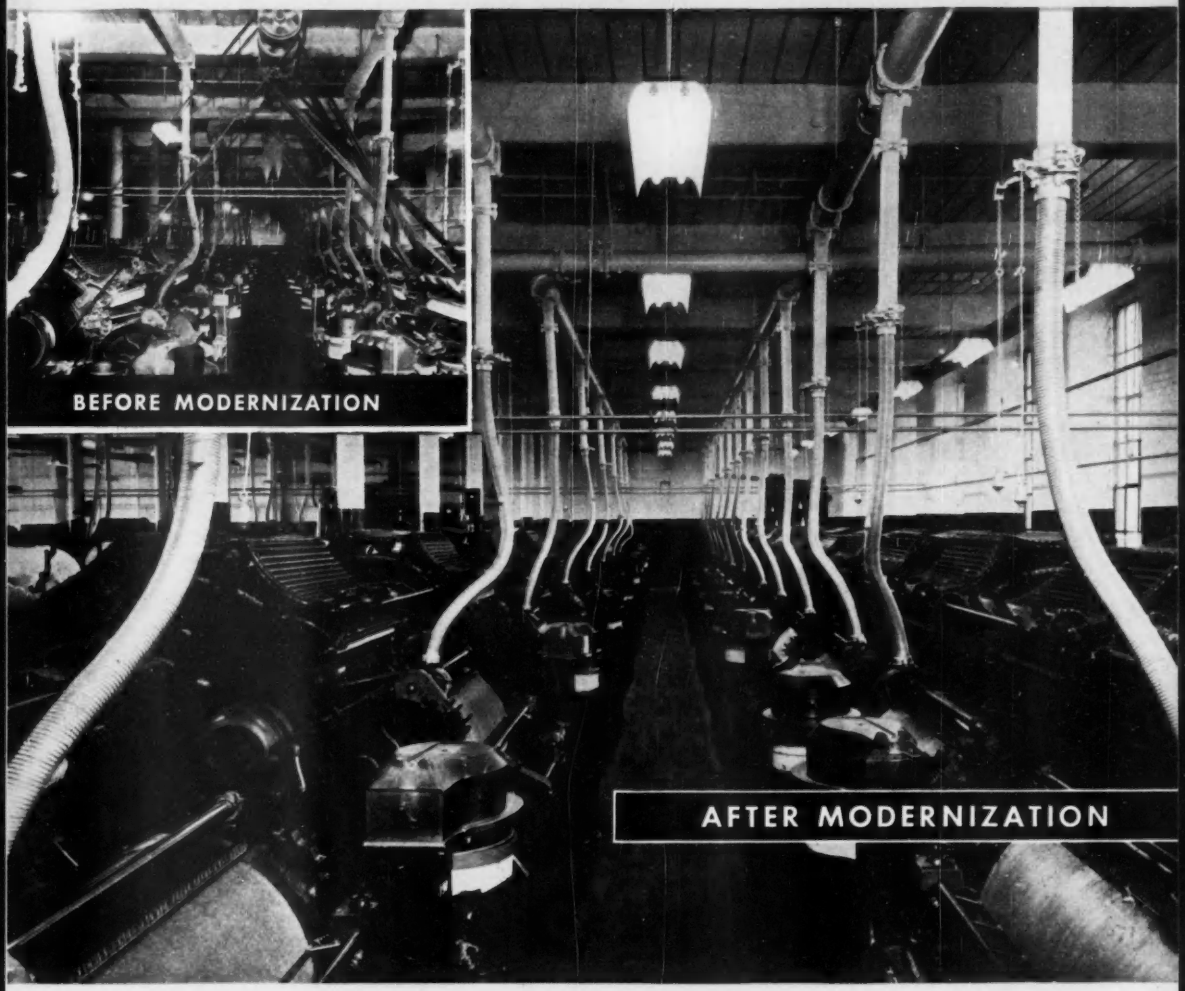
APRIL • 1950

ELECTRICAL WHOLESALING

THE NATIONAL MAGAZINE FOR SALESMEN OF ELECTRICAL PRODUCTS

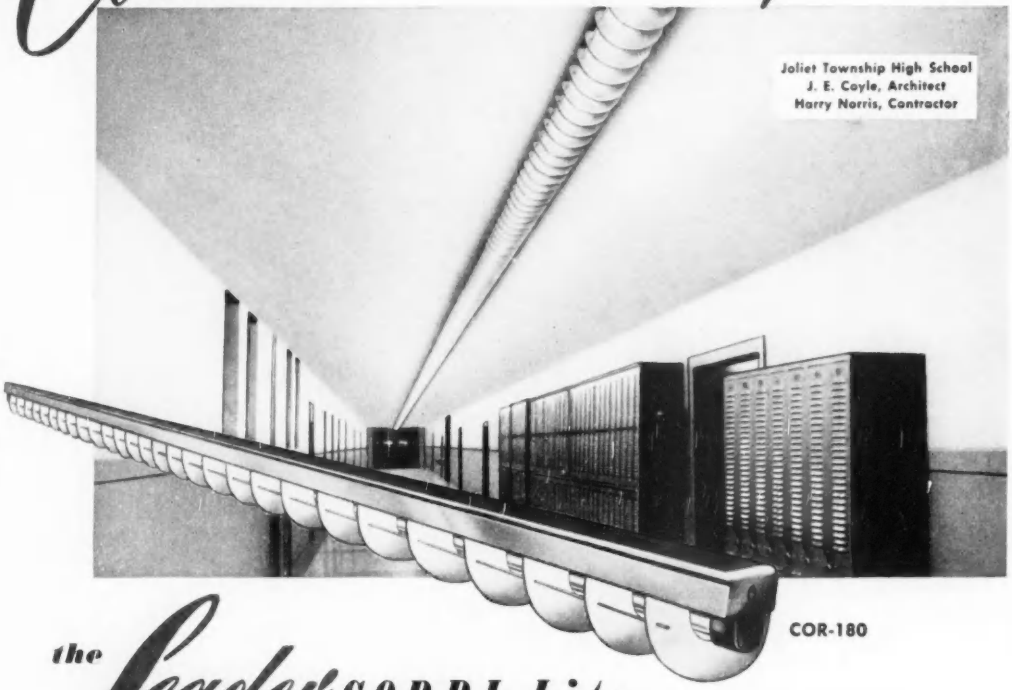
A McGraw-Hill Publication



To MODERNIZE ELECTRICALLY

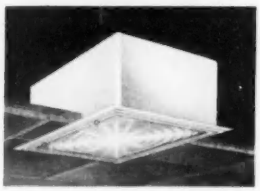
means *Adequate* Wiring and Lighting

Corridors can be beautiful, too



the Leader CORRI-Lite *transforms long, dim halls into bright, cheerful areas*

LEADER DIRECTIONAL INCANDESCENT LIGHT
Cat. No. RA-765



For stairwells and other critical areas. Durable, quality fixtures, with directional lens. Easy to service. Available in various wattages up to 300.

Corridors . . . no matter how well designed and appointed . . . are apt to be gloomy, tired-looking affairs. Install LEADER CORRI-Lites, and even the plainest passageways instantly become invitingly bright and cheerful! The CORRI-Lite . . . with its graceful design of baffles . . . is equally helpful in lending a lively lift to other narrow sites . . . narrow rooms, offices, stores.

SPECIFICATIONS

CORRI-Lite can be furnished for use with regular 40-watt fluorescent tubes or for use with 60", 72" and 96" Slimline tubes. Installation may be made with individual units, or in a continuous row, as pictured above. Baffles add to beauty of this fixture and give correct shielding. Made of 20 gauge steel. Completely wired and ready for installation . . . *Get complete specifications.*

Sold and installed only by the better electrical wholesalers and contractors

LEADER ELECTRIC COMPANY

3500 North Kedzie Avenue • Chicago 18, Illinois
Leader Electric Western — 800 One Hundredth Avenue, Oakland 3, Cal.

NEW ELECTRICAL DEVELOPMENTS #2

ELECTRICAL WHOLESALERS... **"New Electrical Developments" catch the eye of men who buy fuses. That's why they read this new series of ads. At the same time, they learn about ECONOMY "DE-LAY" FUSES and LINKS. Your stock should be adequate to give prompt delivery.**

Protect Modern Machines against Costly Delays

TRIPLES PRODUCTION SPEED

● This Gisholt Turn Mill has two milling cutters that work in pairs, and progressively mill the pin diameters and adjacent cheeks on an automobile crankshaft, three times as fast as the previously used system.

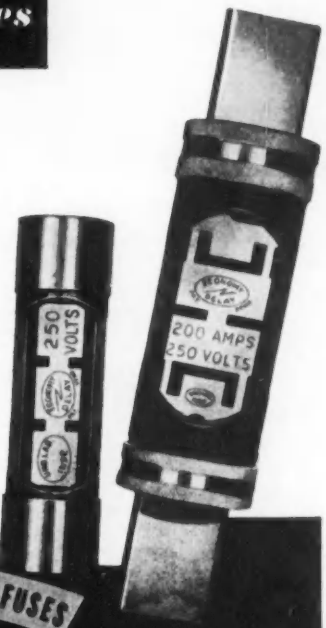
Modern ECONOMY "De-Lay" Fuses

Your Electrical Circuits Need ECONOMY Modern "De-Lay" Protection

Why risk needless stoppages of your time-saving and cost-reducing equipment, due to needless "blows" caused by momentary overloads?

ECONOMY "De-Lay" FUSES offer superior protection against unnecessary "blows" within the 135 to 200% range, where most overloads occur.

Your Electrical Wholesaler can supply you with ECONOMY "De-Lay" Renewable Fuses and Renewal Links.

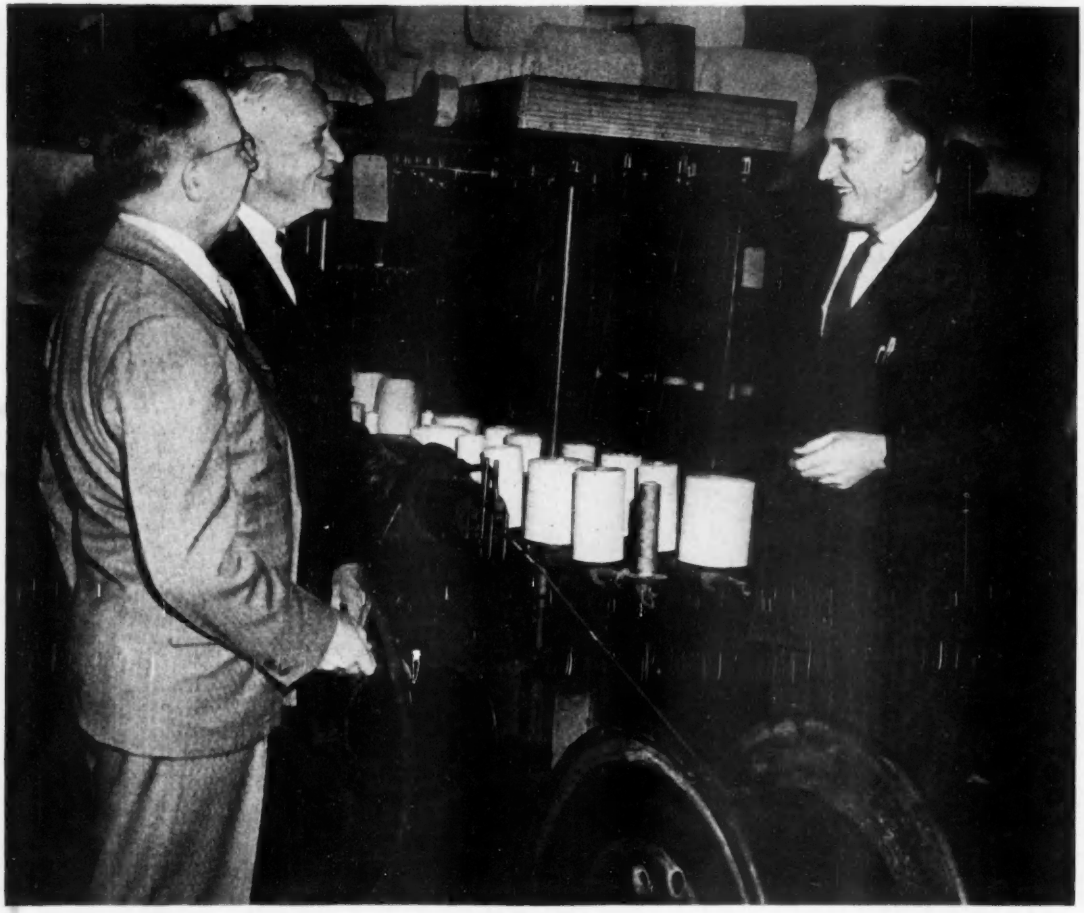


You are invited to write for the New Economy Catalog.

2698

ECONOMY DE-LAY RENEWABLE CARTRIDGE FUSES

ECONOMY FUSE & MFG. CO., 2717 GREENVIEW AVE., CHICAGO 14, ILL. REPRESENTATIVES IN ALL PRINCIPAL CITIES



On a tour of Roebling's Buckthorn plant are (left) Mr. Emerson O. Garrett and (center) Mr. Ira R. Seltzer, of Henger-Seltzer Company, Roebling's Los Angeles distributor. At right is Mr. S. E. Yeaton, Manager of Sales, Roebling Electrical Wire Division.

"No wonder there's so much demand for your Weatherproof Wire and Cable," says Mr. Ira R. Seltzer

A GOOD MANY DISTRIBUTORS find there's a steady increase in the call for Roebling Weatherproof Wires and Cables. And the reason for these bigger sales is easy to understand when you see these products being manufactured in Roebling plants. Roebling's own standards are much more stringent than the recognized national specifications . . . built-in *extras* enable distributors to cash in on Roebling Weatherproof wires. Covers are knitted (not braided) to prevent festooning, then thoroughly saturated with life-giving compound and shipped to distributors in convenient 500 ft. coils for easy handling.

And there's the story of the whole Roebling line of wires and cables in a nutshell. From their copper conductors drawn in Roebling's own mill to their protective coverings, they are products of research and engineering of a high order . . . and manufactured with the most thorough-going care.

The Roebling line of wires and cables meets practically every transmission, distribution and service requirement. Constant improvements keep it a leader for wholesale distribution: price schedules enable you to meet competitive markets and make a substantial profit.

THE ROEBLING LINE includes more than 60 types of electrical wires and cables, in a wide range of sizes and constructions, and with a full choice of standard insulations:

Bare Copper Wires and Strands
Weatherproof Wires and Cables
Magnet Wire
Building Wires and Cables
Service Entrance and Drop Cables
Flexible Cords
ROEPRENE Mining and Mining Machine Cables
ROECLAD Portable Power Cables
ROEWELD Welding Cables
Rubber and Synthetic Power Cables
V. C. Wires and Cables
Parkway Cables

ROEBLING ADVERTISING is working for you every month in the year...and it reaches all your customers and all your prospects. In trade papers, full pages in color, tell about the *extra* dependability and service economy of Roebling wire and cable. Other advertisements, in *Fortune, Newsweek* and *Business Week*, are addressed to business owners and executives and help build an ever larger demand for Roebling quality products.

NORTH, EAST, SOUTH OR WEST—wherever a Roebling wholesaler is located, there's a nearby Roebling warehouse with a complete stock of the full electrical wire and cable line. Roebling is thus able to supplement your own stock at all times and to help you give customers what they want, when they want it. Roebling wholesalers find that this is always a big help in holding old customers and winning new ones.

JOHN A. ROEBLING'S SONS COMPANY, TRENTON 2, N. J.

ROEBLING A CENTURY OF CONFIDENCE

Atlanta, 934 Avon Ave. ★ *Boston*, 51 Sleeper St. ★ *Chicago*, 5525 W. Roosevelt Road ★ *Cincinnati*, 3253 Fredonia Ave. ★ *Cleveland*, 701 St. Clair Ave., N. E. ★ *Denver*, 4801 Jackson St. ★ *Houston*, 6216 Navigation Blvd. ★ *Los Angeles*, 216 S. Alameda St. ★ *New York*, 19 Rector St. ★ *Philadelphia*, 12 S. Twelfth St. ★ *Portland*, 1032 N. W. 14th Ave. ★ *San Francisco*, 1740 Seventeenth St. ★ *Seattle*, 900 First Ave. S.

"Ad-On" MULTI-BREAKER

TYPE MC-8 SERVICE AND LOAD CENTER

ADD CIRCUITS
Easily, Quickly At Low Cost

START WITH 4:

Basic circuit breaker unit provides 4 single pole, 1 double pole and 2 single pole, or 2 double pole circuits in combinations of 15, 20, 30, 40 or 50 ampere ratings.

ADD 4 MORE:

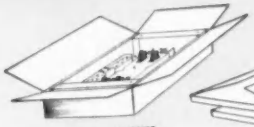
1, 2, 3, or 4 single pole circuit breaker units rated 15, 20 or 30 amperes are easily plugged in on basic block.

Coilless Thermal Magnetic Multi-breaker

The basic **"Ad-On"** Multi-breaker unit provides four circuits—the *minimum* for a modern home. Even more important, it provides for easy addition of circuits *as they are needed*. Four off-the-shelf **"Ad-On"** breakers extend the range of the basic block in the required circuit pattern.

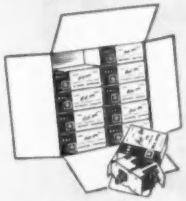
Architects, builders and contractors all know from experience that many electrical appliances are added after homes have been completed and lived in. With **"Ad-On"** breakers it's a simple matter to provide these circuits so necessary for better electrical living.

FLEXIBLE MERCHANDISING PLAN



1 • BOX WITH BASIC BLOCK

2 • FLUSH OR SURFACE TRIM



3 • "Ad-On" BREAKERS

a Small Stock of **COMPONENT PARTS** covers all job requirements when assembled in various combinations. Trim and "Ad-On" can be added to basic device carton after selection.

SHOW the "Ad-On" to Your Contractor Customers

SQUARE D COMPANY

DETROIT • MILWAUKEE • LOS ANGELES

SQUARE D COMPANY CANADA LTD., TORONTO • SQUARE D de MEXICO, S.A., MEXICO CITY, D.F.

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THE NATIONAL MAGAZINE OF ELECTRICAL WHOLESALE DISTRIBUTION

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Old Address .....

New Address .....

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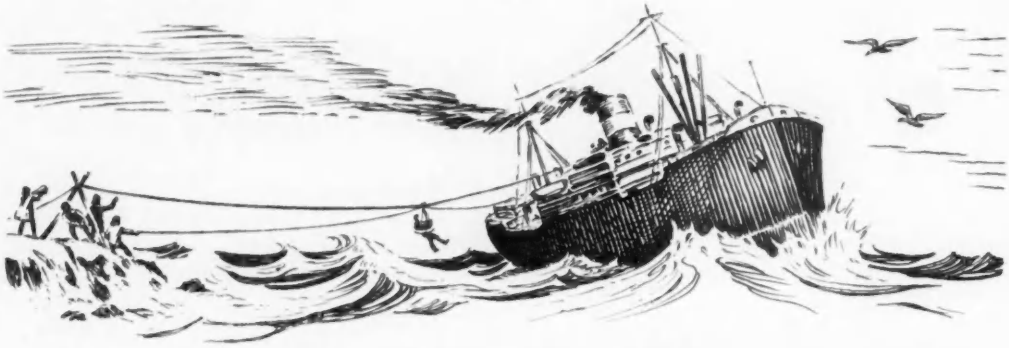


It's the Line that Counts-

THE *STA-KON* LINE IS STRONG and COMPLETE

SHAPES: **Cleopatra to Ichabod Crane**
Round, square, straight, flat, bent, offset, goosenecked
Forked, hooked, double-tongued

USES: **A to Izzard**
Aircraft cabin to Locomotive cab
Blankets (electric) to Toasters (automatic)
Elevators to Telephones
Fluorescent lamps to Circuit wiring
Motor disconnects to Television antennas

FINISHES: **Bathing suit to fur coat**
Plated, tinned, naked for taping
Insulated with tubing, Pre-insulated with Nylon
Insulated with phenolic cap

TOOLS: **Handshake to bear hug**
Hand tools to Air powered production tools

THE THOMAS & BETTS CO.
INCORPORATED
ELIZABETH 1 **NEW JERSEY**

T&B ENGINEERED

LISTED BY UNDERWRITERS' LABORATORIES

T&B PRODUCTS SOLD ONLY THROUGH THE T&B ELECTRICAL WHOLESALER

THE MOST *Beautiful* INDIRECT INCANDESCENT LUMINAIRE

DECORATIVE ❄ EFFICIENT ❄ ECONOMICAL

Curtis SNO·FLAKE presents an entirely new concept of design for indirect incandescent illumination. It combines startling beauty with many functional features. The SNO·FLAKE'S high efficiency and economy in installation and maintenance make this excellent new unit ideal for school rooms, offices, stores, and other commercial interiors. The die-cast aluminum louver follows a pleasing geometric pattern that blends with any decorative scheme. Open top and bottom, this louver requires a minimum of maintenance. Original efficiency of the luminaire is regained with each relamping. The SNO·FLAKE utilizes either 300 or 500 watt silvered bowl lamps which assure the high effficiency demanded for modern illumination.

WITH THE CURTIS MAN

Plan *Lighting*

CURTIS

Full technical details and specifications on the SNO·FLAKE are illustrated and described in Bulletin No. 8. Write Dept. SF-423 for your free copy to supplement your Curtis catalog.

LIGHTING, INC., 6135 W. 65TH ST., CHICAGO 38, ILLINOIS

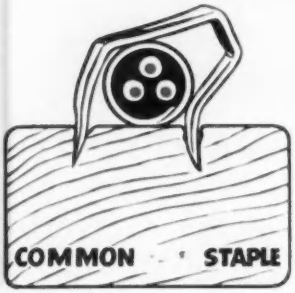
NOW... A NEW IMPROVED
FLAT-TOP EASY DRIVE BX
STAPLES BY THIEL
(FOR METALLIC AND NON METALLIC CABLE)

THE FIRST REAL IMPROVEMENT IN BX STAPLES IN A QUARTER CENTURY

HIT IT HARD

IT WON'T BEND OR SQUASH

IT DRIVES E-A-S-Y



Old Style BX Staple bends like this — splits the wood.

Drive Them in OAK

The THIEL is the
BX STAPLE THAT
SAVES
MATERIAL
TIME
LABOR

LOOK FOR THE NAME

The new Improved Thiel BX Staple drives straight—like this. Note this wood is oak. Wood not split. Pat. Pend.

NOTE THE SHARP RIGHT ANGLE BENDS AT HEAD
"YOU CAN'T DRIVE A BENT NAIL"

Here they are! The new THIEL BX STAPLES . . . the staples that save time and labor . . . and eliminate waste on the job!

The new THIEL BX STAPLES drive straight and true . . . they won't bend or squash . . . they're scientifically engineered to absorb punishment!

Try the new THIEL BX STAPLES on your next job . . . one trial will convince you that the THIEL is a vast improvement over any other BX staple you have ever used!

Sold Through Recognized Electrical Wholesalers Only

THIEL TOOL & ENGINEERING CO.
1417 N. MARKET STREET • ST. LOUIS 6, MO.

Wholesalers:—Write to the Above Address for Your FREE Samples

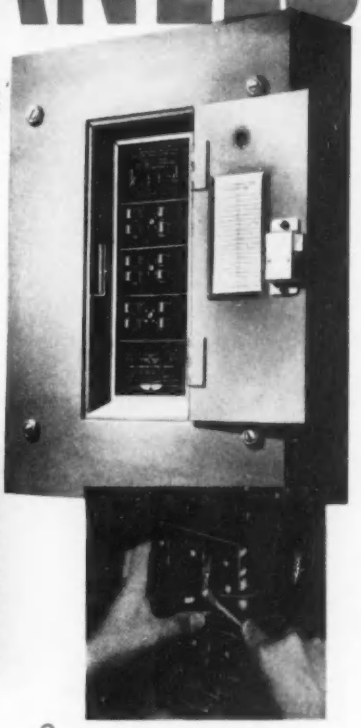
Cutler-Hammer Type NMO

BREAKERPANELS

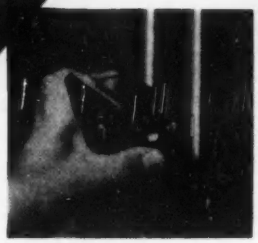
TRADE MARK

with the "Plug-in" MULTI-BREAKERS

You make up the panel
On the job—For the job

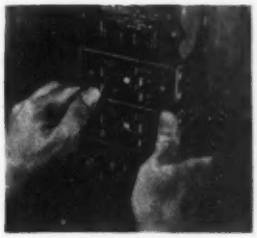


1. Select Multi-Breaker units required by job.



2. Assemble units to panel by "plugging in".

3. Wire them.



4. Plug them in place again.

NO matter what the job calls for when you get there, you are all set when you have a Cutler-Hammer Type NMO Breakerpanel. No matter what circuit load changes may be required if you are called back later on, you are *ready* if you have installed a Cutler-Hammer Type NMO Breakerpanel. For you make up these distribution centers with the Multi-Breaker Plug-Ins right on the job for the job. No guesswork. No mistakes. The Multi-Breaker units you select to serve your circuits just plug into place. Where you want a 15 ampere breaker, you plug in a unit containing the exact number of 15 ampere single pole breakers required up to four. These four pole units are available in *17* different circuit combinations making it possible to obtain the exact quantity and rating of branch circuits with a minimum of effort.

Wiring these Type NMO Multi-Breaker units is also a cinch. You can wire them right in your hands before you plug them in . . . or you can simply swing them out for wiring as shown, using one of the positive-pressure contact jaws turning on the silvered bus bar as a hinge. And despite the small size of these Breakerpanels that better utilize wall and column space, you get much more gutter space (5½" in the 15" box) *with* more circuits. The narrow column type actually has *double* the number of circuits previously available in cabinets of similar height.

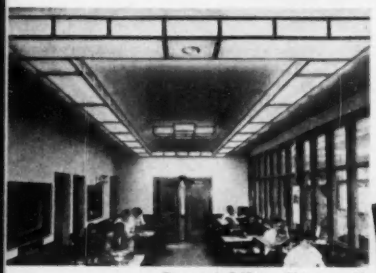
Cutler-Hammer Type NMO "Plug-In" Breakerpanels are now offered in sizes with from 8 to 42 single pole branch circuits in increments of 2. They are available in 120/240 Volts a.c., with 50, 100 and 200 ampere mains (lugs or circuit breaker) with 15, 20 and 30 ampere single and double-pole branch circuits; also, 40 and 50 ampere double-pole branch circuits each of which however, occupies the same space as four single pole 15 ampere breakers. Multi-Breaker units are of the thermal-magnetic type that provide a lag on harmless overloads but instant trip on shorts.

Beyond any doubt, this is the finest protection, the easiest to install, the most flexible, the most compact, and the most modern it is possible to obtain where a large number of branch circuits must be served, as in commercial and industrial buildings, hotels, schools, hospitals, large homes, etc. CUTLER-HAMMER, Inc., 1327 St. Paul Avenue, Milwaukee 1, Wisconsin.

CUTLER-HAMMER
BREAKERPANELS
C-H

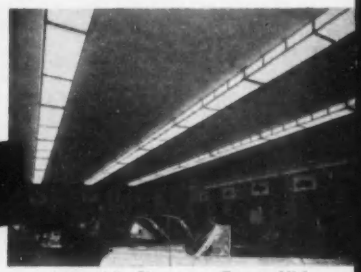
BLACKBURN
Hi-Strength
CONNECTORS
TEST 1/3 STRONGER!
When pulled to destruction by an independent testing laboratory, BLACKBURN Hi-Strength Connectors were 34% stronger than the average of seven other leading makes. They were 14% above the next strongest connector and 62% better than the weakest of the connectors tested.*
Tests also show that Blackburn Hi-Strength Connectors produce a very high pressure connection — several times the pressure exerted by many other brands of the split bolt type. The extra strength of Blackburn Connectors holds the high pressure connection indefinitely. That is why Blackburn Connectors are trouble-free on the lines. That is why Blackburn Connectors are always preferred by those who have used them. That is why Blackburn Connectors are No. 1 in their field today.
LISTED BY UNDERWRITERS
*Two samples of each size from 6 to 4/0 inclusive were tested for each brand including Blackburn. Each connector was assembled over two yokes which were put into the jaws of a standard tensile testing machine. Each connector was then pulled to destruction. The average breaking strength of Blackburn Connectors was 34.3% greater than the average of the 7 other leading brands representing over 90% of all the connectors produced.
JASPER BLACKBURN PRODUCTS CORP.
Builders of Quality Connectors for 15 Years • First, Madison & Clinton Sts., St. Louis 6, Mo.
Phone CE-3007

YOU SELL MODULE INSTALLATIONS



General Office. *Chicago, Ill.*

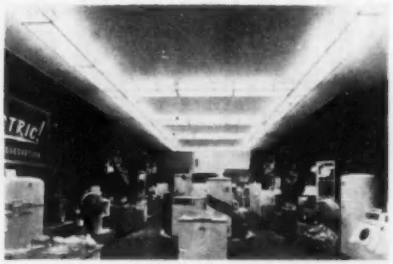
Bank. *Wheeling, W. Va.*



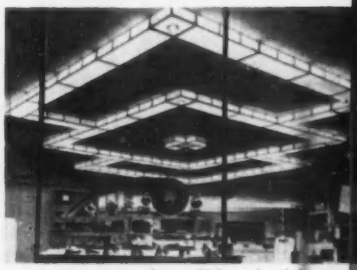
Automobile Showroom. *Ecorse, Mich.*

LIKE THESE

Display Room. *Dallas, Texas*



Utility Showroom. *Trenton, Mich.*



Appliance Store. *El Dorado, Ark.*

WHEN YOU TELL THIS SELLING STORY

module is custom-fitting

Here's the *new* lighting that *fits* any commercial interior to a "T". Four basic MODULE units are the "building blocks" or "dominoes" of light. They fit together easily, economically, to form over 50,000 different patterns. They custom-fit any room shape or size. They put the light *exactly* where it's needed. MODULE is the *only* lighting that *custom-fits* with standard low-cost units.

module delivers 20% MORE LIGHT

Proved in actual use—MODULE delivers 20% EXTRA light per unit! Yes—the MODULE translucent plastic molded louver passes 20% MORE LIGHT. This means more light per dollar—fewer fixtures required to meet footcandle specifications. This means *more* light, *better* light at no more than the cost of ordinary fixtures.

module installations are never obsolete

No MODULE lighting system is ever obsolete. Here's why: As lighting needs change, more units can be added at any time, at any point in the system—without installing a single new electric outlet box because MODULE units connect together electrically and mechanically. MODULE lighting is never "locked-in"—the "building blocks" of light simply slip into place easily and economically exactly as required.

module is newest, finest

And there's nothing in lighting that will *stay* newer and finer than MODULE. Yes—a MODULE installation remains modern for years, because: it custom-fits and "grows" with every lighting need; it delivers *more* light; its appearance has an undated "always contemporary" look. No ordinary fixtures can match these MODULE advantages.

TELL THIS STORY—IT SELLS

MITCHELL **module**

REG. U. S. PAT. OFFICE

IF YOU HAVEN'T ALL THE **module** FACTS, WRITE TODAY

MITCHELL MANUFACTURING COMPANY
2525 N. Clybourn Avenue • Chicago 14, Illinois

UNITED STATES RUBBER COMPANY

BEYOND COMPETITION

Developers and manufacturers of better electrical wires and cables for every need

LAYTEX RU—the world's smallest diameter, lightest weight natural rubber covered building wire.

NEOLAY RU—with Laytex insulation *plus* Neoprene. Nylon cover makes pulling 5 times easier.

LAYTEX RUW—the building wire with the insulation resistance that *increases* in wet locations.

CONTROL WIRES—Insulated with Laytex RU for greater circuit integrity.

NEOPRENE COVERED SERVICE ENTRANCE CABLE—Flame-retardant, moisture resistant—the first ever accepted by Underwriters' Laboratories, Inc.

MUNICIPAL SIGNAL CABLES—Insulated with Laytex RUW for maximum moisture-resistance.

AUTOMOTIVE CABLE SETS

BATTERY SEPARATORS

USEX NON-METALLIC—Finest non-metallic sheathed cable ever made, incorporating the extra protection of Laytex Insulation.

POWER CABLES—of every description, including Neolay Aircraft Wire.

ALUMINUM WIRES AND CABLES—U. S. Rubber introduced insulated aluminum conductors.

UNDERGROUND CABLES—The famous Grizzly line of tough cables.

ELECTRIX PLUGS—U. S. Rubber was a pioneer in the development of soft rubber plugs for cord sets.

ROYAL MASTER PORTABLE CORDS and many other types of electrical wires and cables.

ROYAL MINING MACHINE AND LOCOMOTIVE CABLES—Tested seven different ways to insure complete dependability.

USKON—ELECTRICAL RADIANT HEAT FROM THE CEILING

UNITED STATES RUBBER COMPANY • ELECTRICAL WIRE & CABLE DEPARTMENT

1230 Avenue of the Americas • Rockefeller Center, New York 20, N. Y.

WEATHER FORECAST ...

fair and warmer
(ANY TIME NOW!)

SALES FORECAST ...

Get set now...for cooling season sales

STOCK AND PUSH SANGAMO TIMERS

ideal for attic, window, and ventilating fan control!

Here's a "natural" for cooling season sales... tie in a Sangamo Interval Timer with every attic, window, or ventilating fan sale you make. Sell your customers freedom from the bother of turning units off manually—from the needless expense of letting units run all night—sell them the economical convenience of automatic control!

Easy-to-sell Sangamo Timers are designed and built by experts in automatic time control... are fully guaranteed ... and they're priced right, too!

Catalog No. 1010C gives full information.

Small in Size... but BIG in Quality

Sangamo Interval Timers offer high accuracy at low cost. They provide an automatic OFF operation following an elapsed ON interval which is manually preset for each operation. The unusually quiet, low-speed motor operates only after the manual setting has been made. The operating range covers any period from 15 minutes to 12 hours.

The Type T Timer, for wired-in construction, may be either wall or switch box mounted, and is rated at 15 amperes A. C.

Type TJ Portable Timer

SANGAMO
ELECTRIC COMPANY
SPRINGFIELD, ILLINOIS

TRIANGLE'S TRIEX!

Non-Metallic Sheathed Cable

SAVES TIME
SAVES TROUBLE
SAVES MONEY

at Every Connection

You save time, save trouble, save money at every step of the wiring job when you use TRIEX Non-Metallic Sheathed Cable. Its "Glazon" covering handles cleaner, stands more punishment, takes less space, bends easier around corners — yet affords extra protection for year-in, year-out dependability.

And an important feature, in the smaller sizes of TRIEX, saves you still more time in making every connection. No longer must you wrestle with paper curlicues to prepare the wire for stripping — on sizes 14 and 12 TRIEX, extra insulation thickness takes the place of these paper wraps. Actual tests prove this new TRIEX prepares for stripping five times faster!

MEMO

Here's how we're helping you acquaint your customers with new Triangle developments — by ads like this reaching over 100,000 buyers in the electrical industry.

Take Your Choice

TRIEX
(Rubber Insulation)

THERMO-TRIEX
(Thermoplastic Insulation)

Both types listed by Underwriters' Laboratories for 60°C. service, 600 volts. Approved by R.E.A. Two or three conductors, with or without ground wire, No. 14 through No. 4 A.W.G.

TRIANGLE CONDUIT & CABLE CO., INC.

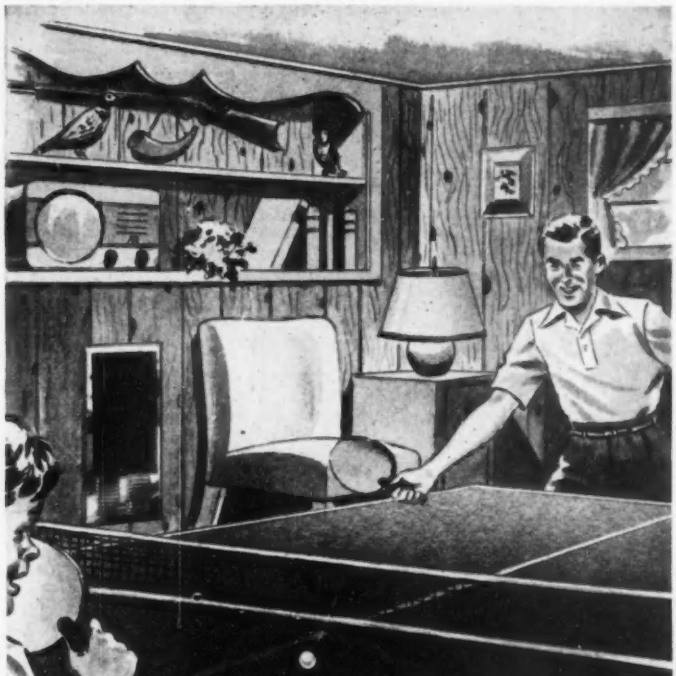
1902 JERSEY AVENUE • NEW BRUNSWICK, NEW JERSEY

IT *MUST* BE RIGHT!

Catalog No. 500 Gives Full Details Of the Complete Triangle Line:

"Glazon" & "Trioseal" Building Wire • "Tricon" Control Wire • "Adaptal" General Purpose Wire • "Triex" Non-Metallic Sheathed Cable • "Trioprene" Trench Cable • Service Entrance, Parkway, Power & Varnished Cambric Cables • "Tristeel" Flexible, Thin Wall & Rigid Steel Conduit

This *used to be* the coldest room in the house



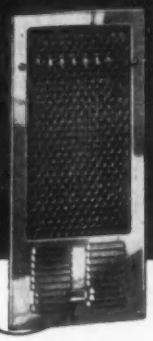
The cleanest, fastest and most economical way to end the heating problem of *that one cold room* in the house is to install the FA Electric Quikheter. From then on it's a simple matter of flipping a switch to get *roomwide comfort* in a hurry.

This thrifty wall heater provides an instant flood of warm air just when you need it most . . . in rumpus rooms, bathrooms, nurseries and other hard-to-heat rooms.

The FA Quikheter is *quick* and easy to install . . . and *quick* to please and impress homeowners. So write for Bulletin 1102 and read for yourself how really simple and inexpensive it is to install and operate the . . .

ELECTRIC FA QUIKHETER

"Saves on everything but comfort"



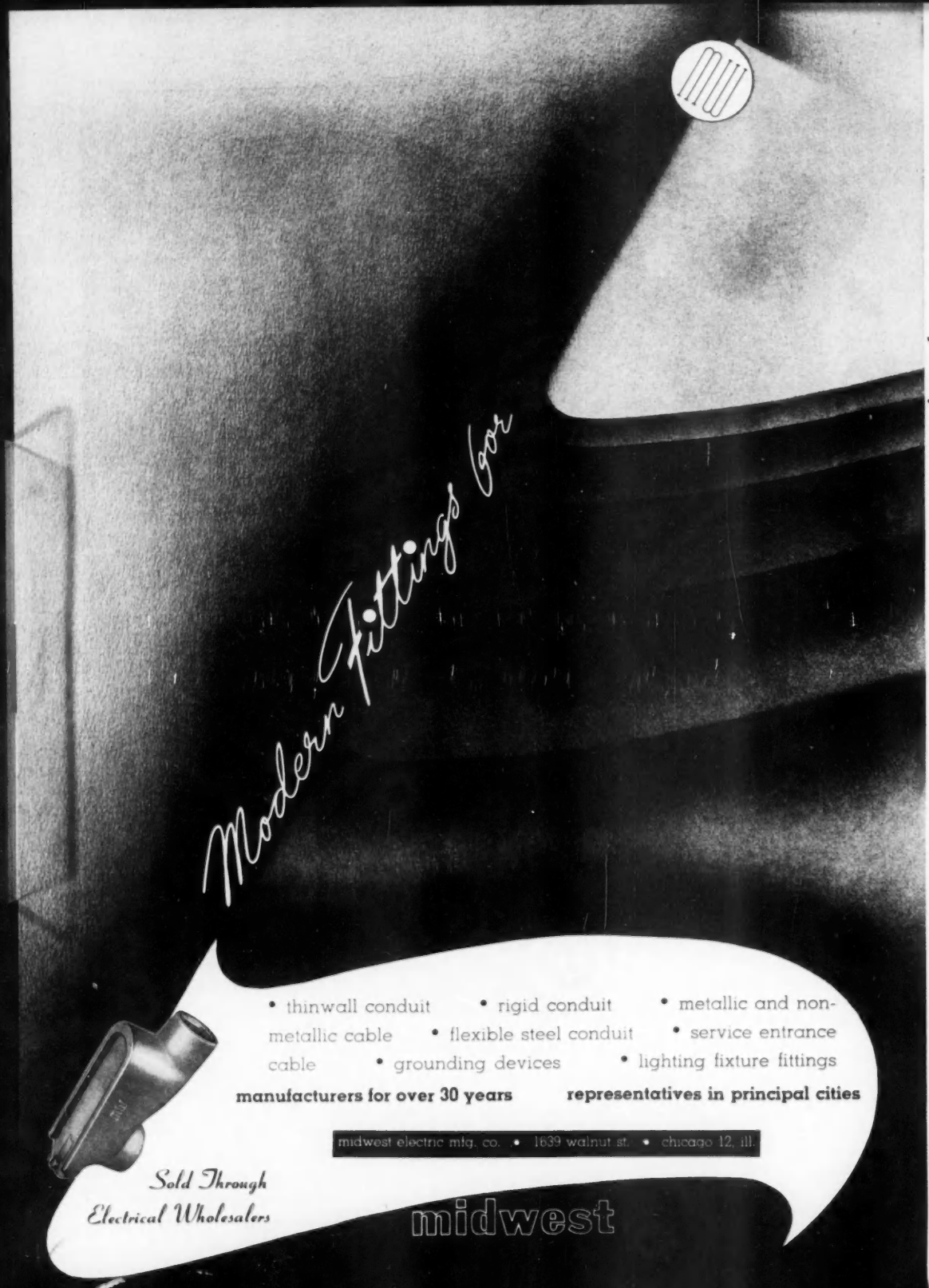
The operating switch is now built into the FA QUIKHETER.

Frank Adam Electric Co.

ST. LOUIS 13, MISSOURI

FA TRADE MARK

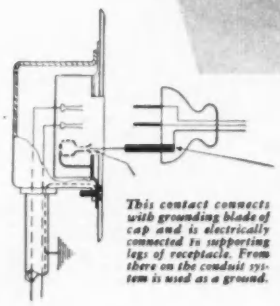
Makers of BUSDUCT • PANELBOARDS • SWITCHBOARDS • SERVICE EQUIPMENT • SAFETY SWITCHES • LOAD CENTERS • QUIKHETER


Modern Fittings for
• thinwall conduit • rigid conduit • metallic and non-metallic cable • flexible steel conduit • service entrance cable • grounding devices • lighting fixture fittings
manufacturers for over 30 years
representatives in principal cities
midwest electric mfg. co. • 1639 walnut st. • chicago 12, ill.
Sold Through Electrical Wholesalers
midwest

IN HOME WIRING, TOO... SAFETY BEGINS WITH A GROUNDED RACEWAY

ELECTRUNITE E.M.T.

Gives FULL Protection from SERVICE ENTRANCE to APPLIANCE



This contact connects with grounding blade of cap and is electrically connected to supporting legs of receptacle. From there on the conduit system is used as a ground.

Grounding wire connected to outer steel casing through shunt . . . The wire itself is fastened under a bind screw in grounding terminal.

With a grounded raceway of ELECTRUNITE E.M.T. there's no danger of stray currents running amuck in residential wiring installations. Not only does ELECTRUNITE E.M.T. provide safe, fireproof wiring protection . . . its rigid steel walls furnish a positive ground all the way from the service entrance to the outlet.

Today, with more and more residential wiring installations featuring a variety of motor-driven appliances, the importance of the "extra" grounding circuit cannot be over-emphasized. By specifying grounded raceways of ELECTRUNITE E.M.T. and appropriate receptacles, you assure your clients this vitally-needed protection without excessive cost.

For complete information about modern ELECTRUNITE E.M.T. and its easy-to-install advantages which keep wiring installation moving "on-time", write, wire or phone *today*.

THIS ADVERTISEMENT...

is the first of a series that will appear from time-to-time in ARCHITECTURAL RECORD, PROGRESSIVE ARCHITECTURE and QUALIFIED CONTRACTOR. It is designed to promote the more widespread use of grounded E.M.T. raceways in residential construction.

From this, and other publication advertising, literature and merchandising aids which comprise the complete ELECTRUNITE promotion program, there can be but one result: greater sales of modern ELECTRUNITE E.M.T. . . . plus related wiring materials . . . *and greater profits for you* . . . the ELECTRUNITE Distributor.

REPUBLIC STEEL CORPORATION

STEEL AND TUBES DIVISION • CLEVELAND 8, OHIO

Export Department: Chrysler Building, New York 17, New York

Republic REPUBLIC STEEL

ELECTRUNITE E.M.T.

LIGHTWEIGHT THREADLESS RIGID STEEL RACEWAY

HELP
YOUR SALESMEN SELL
MORE ROYAL WIRE...
ROYAL
Quality WIRE for HOME and INDUSTRY
ROYAL TOP QUALITY
ELECTRIC WIRES
NEW POCKET-SIZE SAMPLE KIT . . . 21 actual samples of staple wire types and sizes
ROYAL
Quality ELECTRIC WIRE
FREE for you and your salesmen! Now your salesmen don't have to sell from price sheets alone. Here are 3¼" samples of ROYAL Quality wire, permanently bound into a colorful pocket folder that makes wire selling a cinch!
Small, but big in sales rewards.
WRITE FOR YOURS — TODAY
ROYAL
ASK DETAILS, TOO, OF THE NO. 1 WIRE DEAL
WIRE • CORD SETS • CARTRIDGE AND PLUG FUSES
FUSTATS • TROUBLE LIGHTS • CHRISTMAS LIGHTING SETS
ROYAL ELECTRIC CO., Inc., PAWTUCKET, R. I.

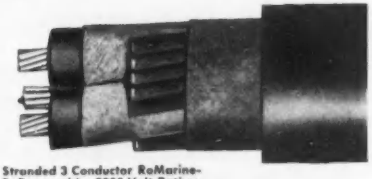
APPROVED for airport lighting & control circuits

RoMarine - RoPrene

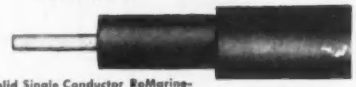
TYPE A STYLE RR

RoZone* - RoPrene

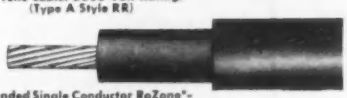
TYPE B STYLE ROR



Stranded 3 Conductor RoMarine-RoPrene cable. 3000 Volt Rating. (Type A Style RR)



Solid Single Conductor RoMarine-RoPrene cable. 5000 Volt Rating. (Type A Style RR)



Stranded Single Conductor RoZone*-RoPrene cable. 3000 Volt Rating. (Type B Style ROR)

Stranded Single Conductor RoMarine-RoPrene cable. 600 Volt Rating. (Type A Style RR)

DEPARTMENT OF COMMERCE
CIVIL AERONAUTICS ADMINISTRATION
WASHINGTON 25

April 15, 1949

Rome Cable Corporation
Rome, New York

Attention: Mr. R. C. Graham, Chief Product Engineer

DEPARTMENT OF COMMERCE
CIVIL AERONAUTICS ADMINISTRATION
WASHINGTON 25

June 8, 1949

Rome Cable Corporation
Rome, New York

Attention: Mr. R. C. Graham, Chief Product Engineer

Subject : Approval of Type "R" Cable, per Specification L-824

Gentlemen:

In accordance with your request that we approve certain items of airport lighting equipment, this office has examined the test data you submitted for approval. As a result of this examination the following items of equipment are approved:

Type "R" Ozone Resistant Cable

RoZone-RoPrene, Type ROR, Single, 2, and 3 conductor 3000 Volt Rating, AWG Sizes 4 through 10, inclusive

RoZone-RoPrene, Type ROR, Single, 2, and 3 conductor 5000 Volt Rating, AWG Sizes 4 through 8, inclusive

The approvals noted above apply to equipment to be used where it is required that this equipment conform to Specification L-824, "Specification for Underground Electrical Cables for Airport Lighting Circuits."

This equipment will be listed in the Civil Aeronautics Administration, Office of Airports "List of Approved Airport Lighting Equipment." This approval may be terminated either by formal notice from this office or by omission from subsequent editions of the "List of Approved Airport Lighting Equipment." Termination of approval will occur if:

1. The requirements outlined in this specification change so that your equipment no longer conforms with the specification.
2. Changes are made by your company which are not in conformance with the specification.

Your company's interest in obtaining this approval is appreciated.

Very truly yours,

Philip Moore
Director
Office of Airports

When you bid on airport lighting and control circuit jobs, make sure your quotation specifies RoMarine-RoPrene or RoZone*-RoPrene cables. Why? Because these Rome cables are approved by the Civil Aeronautics Administration under Specification L-824. This means they have passed rigorous tests with flying colors and are acceptable for all CAA sponsored airport contracts. Further, they are the best you can offer for any job.

Here is something else to bear in mind. Even if you bid on an airport job that is not CAA sponsored now, it may be later. Therefore, be smart and specify these Rome CAA approved cables on every airport wiring job.

*TRADEMARK REGISTERED

It Costs Less to Buy the Best . . .

Buy Rome Cable

ROME CABLE
Corporation
ROME · NEW YORK
From Bar to Finished Wire

ROME CABLE ROME, N.Y.

The Switch is to General

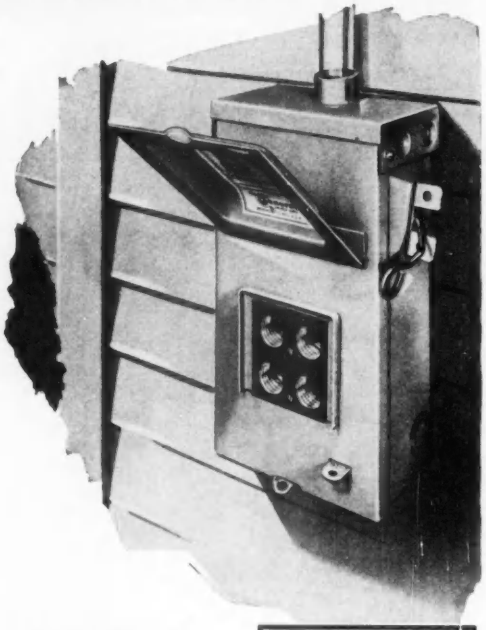
for Outdoor Service

Single and Double Pullout Combinations

Front Operated Toggle Combinations

100 Amp Fusible Main Service Equipment

30 to 1200 Amp, HP rated Safety Switches



R33NP4 Side Operated Plug Fused Service Equipment

General makes a complete line of Weatherproof and Raintight Service Equipment and Safety Switches

THE next time take a good look at General's outdoor equipment—recognized as one of the most complete lines of service entrance equipment and safety switches.

Enclosures made of *Zincgrip* steel are finished with a machine gray baked enamel for thorough protection against weathering—Dependable hinge design safeguards interiors from rain, sleet or snow—Ample knuckle room and abundant knockouts are provided for convenient wiring.

These and many more distinctive features will be apparent to you immediately upon examination—sold everywhere exclusively through wholesalers.

Write for our latest catalog 4809—and supplement 4911

General Switch Corp.

49 Roebling Street Brooklyn 11, N. Y.

One of the largest Manufacturers of:

SERVICE ENTRANCE EQUIPMENT . . .
Pullout, Front Operated Toggle and Side Operated types. Indoor—surface or flush, and Outdoor.

ENCLOSED SAFETY SWITCHES . . .
30 through 1200 Amp., 250 V and 600 V Type A, C and D. Indoor and outdoor. HP rated.

BRANCH—CIRCUIT PANELS

SALES OFFICES IN EVERY MAJOR CITY

CRESCENT

IMPERVEX TRENCHWIRE

For Lowest Cost Underground Use

● CRESCENT IMPERVEX TRENCHWIRE provides the LOWEST COST, PERMANENT underground installation for services from power line to meter, for connecting several buildings from the same service, as on FARMS, ESTATES and INSTITUTIONS and for STREET, AIRPORT, BALL PARK and other outdoor lighting and power circuits. Also extensively used by INDUSTRY in ducts for underground power circuits.

● CONSTRUCTION—The single copper conductor is insulated with IMPERVEX special moisture and heat-resisting rubber insulation. A tough NEOPRENE armor sheath is vulcanized over the insulation, protecting it from injury during and after installation. The cable is flame-retarding and practically UNAFFECTED by water, oil, acid, alkali, sunlight and exposure to the earth or weather;—nothing to rot, rust or corrode.

● EASY INSTALLATION—Two or more IMPERVEX TRENCHWIRES are laid together in a narrow trench to form the cable with no additional protection normally required.

● APPROVED—Carries Underwriters' Laboratories' Labels as TYPE USE — and conforms to the National Electrical Code.

● PROVEN—Tens of millions of feet of CRESCENT IMPERVEX TRENCHWIRE have been installed over the last twelve years. It has given completely satisfactory service under all conditions.

● AVAILABLE FROM STOCK—Electrical wholesalers have CRESCENT IMPERVEX TRENCHWIRE in sizes No. 12 to No. 4 AWG in stock. Larger sizes available from warehouse stocks or the factory.

BULLETIN No. 451 giving technical information on selection of proper size of conductor, etc., will be furnished on request.

CRESCENT
WIRE & CABLE
CRESCENT INSULATED WIRE & CABLE CO.
TRENTON, N. J.

You can't buy Better Fittings or ones that cost less to use

Cross Section Showing Indentations.

Quicker to use and neater in appearance, Briegel All-Steel Indenter Fittings not only make stronger connections but also make each job more profitable to the contractor and satisfactory to his customers.

Two Easy Squeezes and they're set to stay. It is only natural that the Briegel All-Steel Indenter Fittings are the most widely used E.M.T. connectors and couplings. Contractors the world over recognize their cost cutting qualities and the fact that they make each wiring job neater, stronger and better.

All B-M Fittings Carry the Underwriters Seal of Approval

BRIEGEL METHOD TOOL CO.

GALVA, • ILLINOIS

DISTRIBUTED BY

The M. B. Austin Co., Northbrook, Ill.; Clayton Mark & Co., Evanston, Ill.; Clifton Conduit Co., Jersey City, N. J.; General Electric Co., Bridgeport, Conn.; The Steelduct Co., Youngstown, Ohio; Enameled Metals, Pittsburgh, Penn.; Kondu Mfg. Co., Ltd., Preston, Ont.

NEW! COMPACT! ECONOMICAL!

Murray LOAD CENTERS

with Fully Magnetic Circuit Breakers

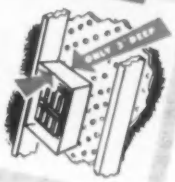
that are Interchangeable with Other New Single Pole Individually Housed Breakers

Now you can get all the advantages of *fully magnetic* circuit breaker protection in load centers that are trim and compact — with breakers that are interchangeable with other new single pole individually housed breakers! Now you can get utmost flexibility with minimum stock — make up your own combination right on the job! Now you can forget about "derating" . . . now you can banish the nuisance of false tripping . . . now you can make satisfactory installations of circuit breakers in warm or poorly ventilated locations—where space and cost are important!

These compact new Murray load centers are available in 2, 6 or 8 circuit models. They come equipped with the sensational new *small size* Murray fully magnetic circuit breakers — new 30 per cent smaller than previous fully magnetic circuit breakers — available in ratings of 10 through 50 amp. They save you time . . . save you trouble . . . save you money — yet assure the user positive protection combined with utmost satisfaction!

Shallower Box —

—only 3 inches deep—ideal for flush installation in "dry wall" construction. Plus a simple ⅜" plaster line adjustment!

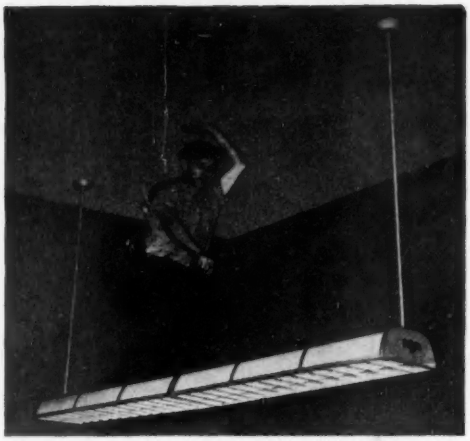


See for yourself why Murray fully magnetic breakers can't trip from heat . . . never need derating . . . always carry rated load plus harmless overloads—even in warm locations and poorly ventilated panels. Clear, simple diagrams tell the story in this folder. Write for your copy today.

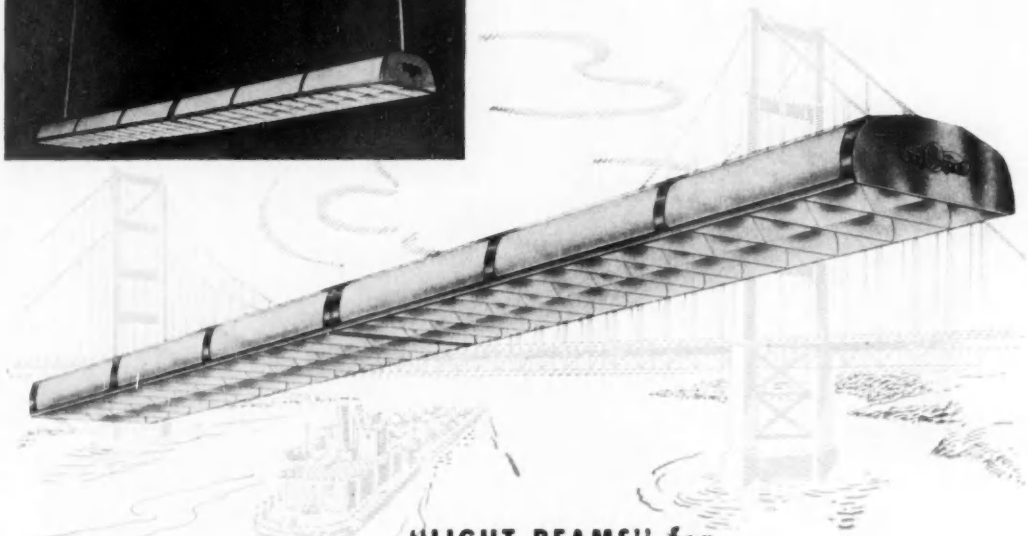
Murray MANUFACTURING CORPORATION

1250 ATLANTIC AVENUE • BROOKLYN 16, N. Y.

Electrical Safety Devices for Home and Industry



built like a bridge



"LIGHT BEAMS" for BUILDING FOOT-CANDLE LEVELS

This actual photograph of a pendant mounted "Monroe" Slimline Luminaire proves our point that it's "built like a bridge." The "Monroe" is not recommended for heavy foot-traffic, but its bridge-like construction provides for perfect alignment on continuous runs with hangers spaced only at every 8 feet. This minimum of hangers and the unit's rugged construction mean reduced installation costs and improved appearance.

In design, in construction, in flexibility of use—the new "Monroe" is the ideal fluorescent unit. Its efficiencies of up to 83% with 25/35° shielding; its low initial cost; its long service life add up to *good lighting at economical cost.*

"The Monroe"

96" T-12 SLIMLINE and STANDARD 40-WATT LUMINAIRES

Framed-plastic, aluminum or steel side-panels; designed for quick and easy surface or pendant mounting, individually or in continuous row.

"Pittsburgh" Permaflector

WRITE TODAY **for complete information on the "Monroe" and other Fluorescent Luminaires in the Pittsburgh Permaflector Presidential Series.**

PITTSBURGH REFLECTOR COMPANY

407 OLIVER BUILDING • PITTSBURGH 22, PENNSYLVANIA

Permaflector Lighting Engineers in All Principal Cities

PITTSBURGH PERMAFLECTORS ARE DISTRIBUTED BY BETTER ELECTRICAL WHOLESALERS EVERYWHERE

17 FULL PAGE ADS

in April, May, June!

AMPROBE
THE ONLY POCKET-SIZED SNAP-ON VOLT-AMMETER

OPENING UP A NEW MASS MARKET FOR THIS TYPE OF INSTRUMENT

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Electrical World April 24—Full Page Ad—2 colors

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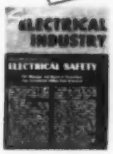
Electronics April—Full Page Ad

Com'l Refrig. & Air Cond. April—Full Page Ad

New England Elect. News April—Full Page Ad—2 colors



Southwest Elect. Industry April—Full Page Ad—2 colors

Electrical Constr. & Maint. May—Full Page Ad

Electrical World May 29th—Full Page Ad

Electrical Equipment May—Ad equiv. in size to regular full page

Power Equipment May—Ad equiv. in size to regular full page

Qualified Contractor May—Full Page Ad

Contractor's Elect. Equip. May—Ad equiv. in size to regular full page

Volt-Age May—Full Page Ad

Electrical Constr. & Maint. June—Full Page Ad

Com'l Refrig. & Air Cond. June—Full Page Ad

HOW TO PROFIT WITH AMPROBE

1 Check your Amprobe stock

2 Order enough Amprobes for a volume, mass market business. Don't be caught short with too few, too late.

3 Equip your salesmen with an Amprobe. Have them place it in the customer's hand. This is the Amprobe's "secret selling weapon".

4 Make sure you have a couple of Amprobe display cards up on the counters.

5 This big, powerful, Amprobe broadside is for your use. Mail it to every customer and prospect in the territory. It brings in the mail orders.

6 Use these colorful enclosures in your invoice and statement mailings, as package stuffers, and on the counter.

field proved and accepted, thousands in daily use

AMPROBE *

A PYRAMID INSTRUMENT

Pyramid Instrument Corp.
49 Howard Street New York 13, N. Y.

* ®

New Promotion

More than 5,850,000 advertising messages in key publications

Alcoa's big new advertising campaign will continue to sell utilities, industry, contractors, architects on the important savings possible with insulated aluminum conductors.

ALUMINUM COMPANY OF AMERICA, 1783D Gulf Bldg., Pittsburgh 19, Pa.

Insulated Aluminum Conductors

ALCOA ALUMINUM

of ALCOA EC ALUMINUM are made by

- Anaconda Wire & Cable Company
- Collyer Insulated Wire Company
- Crescent Insulated Wire & Cable Company
- General Cable Corporation
- The Okonite Company
- United States Rubber Company

There is NO SUCH THING as an "RLM TYPE" Lighting Unit!

Either it is RLM CERTIFIED or it is NOT.
The Only Way To Be Sure Is To

SEE the RLM LABEL!

Looks can be deceiving in lighting units, too! A lighting unit may LOOK like an RLM Unit, it may have a similar outward appearance, contour, shielding angle, etc.—but unless it is made in accordance with RLM Standard Specifications and carries the RLM Label, it is *not* an RLM Lighting Unit. There is no such thing as an "RLM Type" that does not have the label.

Why No "RLM TYPE"? The RLM Label on fluorescent and incandescent lighting units, not only assures the buyer of design and construction that meets certain minimum standards*, but also provides him with a WARRANTY of UNIFORM QUALITY.

Only those products of lighting manufacturers which are *consistently proved* to be of *uniform quality* and meet the published specifications of the Institute are permitted to bear the RLM Label. This uniformity of quality is of exceptional importance to all those who buy, use, specify, recommend or sell lighting equipment. It is essential to uniformly satisfactory lighting equipment performance, that each unit in the system perform with equal efficiency to the other . . . that ballasts function with uniform efficiency . . . that the reflection factor be uniform from unit to unit . . . that the units be of uniformly durable construction with the identical-gauge steel and the same thickness Porcelain Enamel. Such uniformity reduces to a minimum the plague of spotty performance by individual units in a lighting system.

How RLM Checks Uniformity of Quality
According to the RLM testing and inspection procedures, representatives of the Electrical Testing Laboratories periodically visit plants of all RLM member-manufacturers. They take lighting units right off the assembly lines and out of stock for testing and inspection at their laboratories. They may also obtain test samples directly from the distributors' shelves or out of contractors' stocks in order to check Uniform Quality at every level of distribution.

This activity of the RLM Standards Institute, which makes possible the Warranty of Uniform Quality, is not duplicated by any other agency in the lighting industry. That is why there is no such thing as an "RLM Type" Lighting Unit.

FREE SPECIFICATIONS BOOKLET! This up-to-date 36-page booklet tells why it is important to SEE THE RLM LABEL before buying or specifying lighting units. It contains all RLM Specifications, covering vital construction and performance factors that should have major consideration by the buyers and specifiers. It is an indispensable help in the sale of industrial lighting units. For your complimentary copy (or copies), sent without obligation, write:

RLM Standards Institute,
Suite 819, 326 West Madison St., Chicago 6, Illinois.

This Advertisement is published in the Interest of the Entire Lighting Industry by

RLM STANDARDS INSTITUTE
INCORPORATED

The letters RLM stand for Reflector and Lighting Equipment Manufacturers

*Every RLM Unit Must Conform with Certain Minimum Standards such as these:

Porcelain Enamel Reflectors — all RLM Units must have a specified thickness of Genuine Porcelain Enamel fused to steel. This unsurpassed high-reflection, high-diffusion reflecting surface is the only commercially available finish that cannot deteriorate or corrode. Simple soap-and-water cleaning quickly restores it to original efficiency.

High-Quality Ballasts — RLM Fluorescent Units must be equipped with Certified Ballasts which prevent high-temperature ballast operations, supply proper starting current and maintain proper operating watts to the lamp. Because of their high power factor, present wiring capacity can be utilized most efficiently.

Reflector Design — every RLM Unit must conform with the most accepted principles of Illuminating Engineering. Such design protects the workers' eyes while delivering, not only the most light per dollar, but also the required quality of light for the individual seeing task.

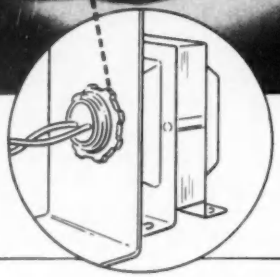
Sound Construction — RLM Units must comply with high fabrication and materials to insure standards of maximum resistance to sag, distortion and breakage.

R-4007

NEW Rittenhouse

ALL PURPOSE BELL TRANSFORMER

EXCLUSIVE "QWIK-LOCK" MOUNTING*
DOES THE JOB OF THREE FORMER TRANSFORMERS
AT NO INCREASE IN COST!



YES, this new Rittenhouse bell-ringing transformer does the job of both outlet box and conventional types—and does it better. This new method of mounting is so simple, so positive, so easy to use, you will wonder why it hasn't been done before. Consider these features:

- Mounts anywhere—on round or square outlet boxes—on side of switch and fuse cabinets, or plain surface.
- Mounts quickly, easily and securely—no extra plates or brackets necessary—no special parts to lose—no small screws to adjust in awkward places.
- Extremely compact and rugged—affords neat-appearing installation for either box or surface mounting.

All these features, plus many others never before offered in a bell transformer . . . *Extra capacity* to operate 10-volt chimes, as well as bells, buzzers, etc. . . . *Attractively packaged* . . . special, new *Utility Green finish* . . . Underwriters' approved . . . *10-Year Guarantee* against burn-out . . . All this, yet costs no more than other leading brands of bell transformers.

➡ Get all the facts. Send for transformer catalog and price list.

*U. S. patent pending

MOUNTS ANYWHERE

Built-in nipple fits standard ½" knockout. Integral mounting feet for surface installation.

← On side of switch or fuse cabinet.

On round or square outlet box.

Open mounting on wall or ceiling surface.

When you think of entrance signalling —for home or office— think of Rittenhouse

The finest in transformers, door chimes, and signalling equipment.

THE RITTENHOUSE COMPANY, INC.

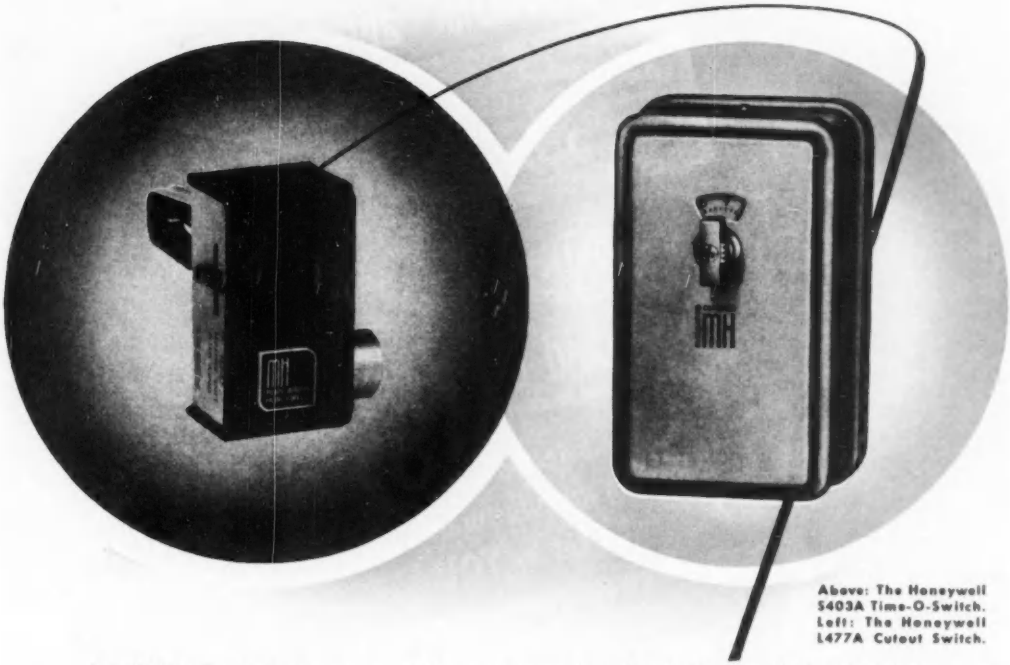
450 OWEN STREET, HONEOYE FALLS, N. Y.

DOOR CHIMES • BELL AND SIGNALLING TRANSFORMERS • ELECTRICAL PRODUCTS

Sell the **HONEYWELL TIME-O-SWITCH**

to CONTROL and the Cutout Switch

to PROTECT Attic Fan installations



Above: The Honeywell S403A Time-O-Switch. Left: The Honeywell L477A Cutout Switch.

ATTIC FAN installations are more reliable, more convenient when the Honeywell Time-O-Switch controls and times the fan operation. The Time-O-Switch automatically shuts off the fan after any desired interval of operation from one-half to eleven hours.

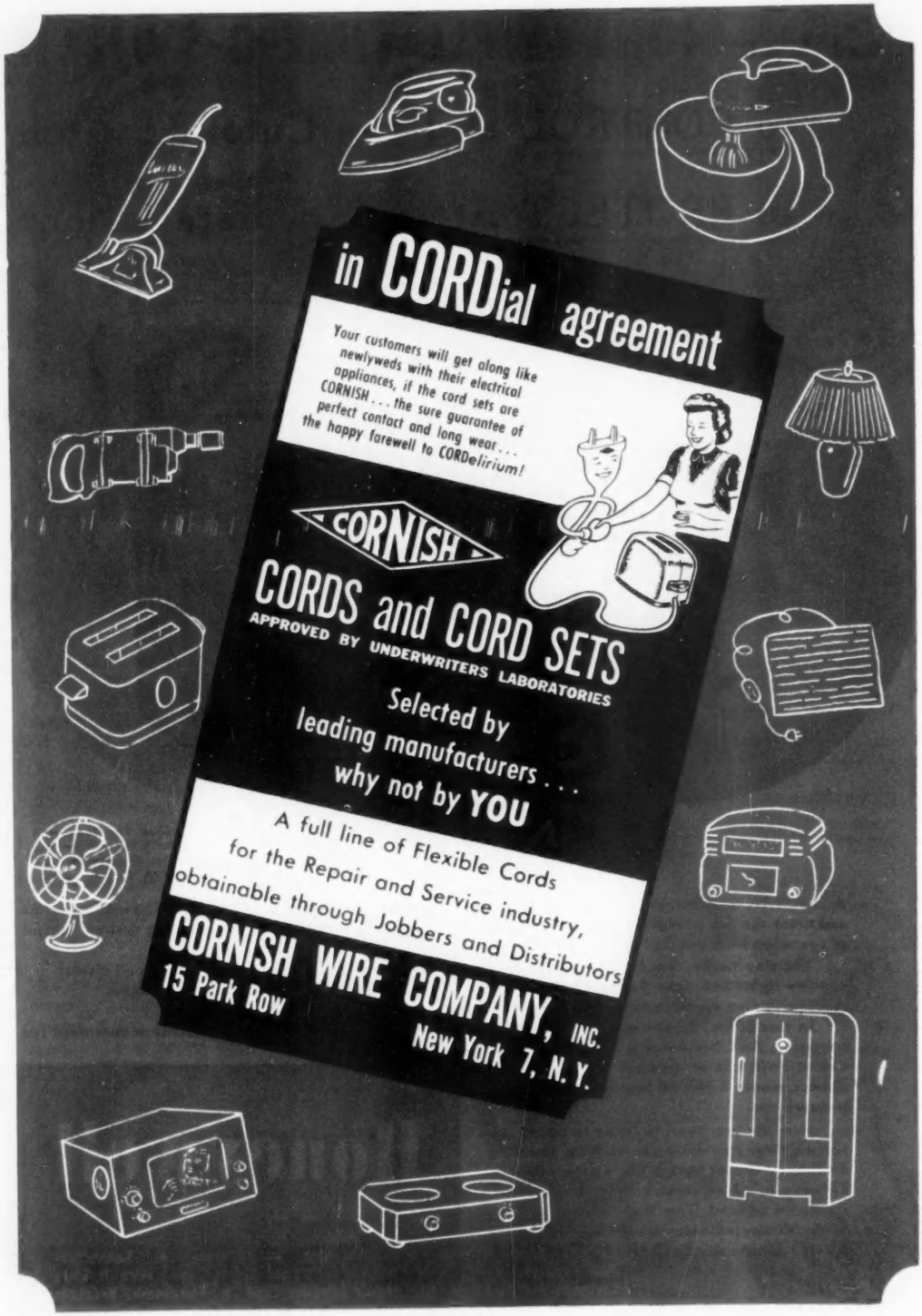
There's a market, too, for this switch among shopkeepers who use it to automatically turn off display window lights and signs. Farmers buy the Time-O-Switch to control barn ventilators and lights. A model is also available to turn the power ON at a pre-determined time.

In case of fire, the Honeywell Cutout Switch protects the building against the hazards of continued fan operation. And, besides attic fan applications, the Cutout Switch is in demand for gas-fired unit heaters, where it cuts off heat on excessive temperature rise.

Here are two items to bring in added sales volume. Urge your dealers to stock the Time-O-Switch and Cutout Switch. Show them this is a source of added income by describing the broad demand. They'll profit. You'll profit. Minneapolis-Honeywell, Minneapolis 8, Minnesota. In Canada: Leaside, Toronto 17, Ontario.

MINNEAPOLIS
Honeywell
CONTROL SYSTEMS

77 BRANCHES FROM COAST TO COAST WITH SUBSIDIARY COMPANIES IN: TORONTO • LONDON • STOCKHOLM • AMSTERDAM • BRUSSELS • ZURICH • MEXICO CITY


in CORDial agreement
Your customers will get along like newlyweds with their electrical appliances, if the cord sets are CORNISH . . . the sure guarantee of perfect contact and long wear . . . the happy farewell to CORDelirium!
CORNISH
CORDS and CORD SETS
APPROVED BY UNDERWRITERS LABORATORIES
Selected by leading manufacturers . . . why not by YOU
A full line of Flexible Cords for the Repair and Service industry, obtainable through Jobbers and Distributors
CORNISH WIRE COMPANY, INC.
15 Park Row
New York 7, N. Y.

B-I FITTINGS AND FIXTURES

CONSISTENT HIGH QUALITY MEANS

★ MORE DEMAND ★ MORE SALES ★ MORE PROFITS ★

IMMEDIATE DELIVERY FROM ADEQUATE STOCKS TO ELECTRICAL WHOLESALERS ONLY • *Write for Free Catalog*

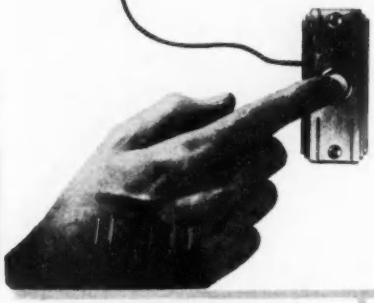
B-I

BLACKHAWK INDUSTRIES
DUBUQUE, IOWA

Entrance Cable Fittings • Sill Plates • Staples • Connectors
Box Supports • Cable Straps • Yard Lights • Wire Holders
Locknuts and Bushings • Conduit Entrance Caps • Fluorescent Brackets

Complete SIGNALING SYSTEMS

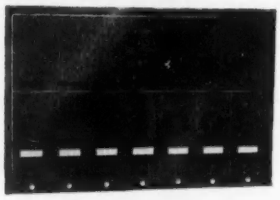
AUTH



FROM *One* RESPONSIBLE SOURCE

Whether it's a hospital or a school, a housing project or an industrial plant, Auth makes the signaling systems for it — complete! Protect *your* reputation by supplying reputable systems. . . . Eliminate confusion . . . simplify your work . . . and save money.

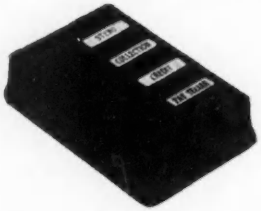
Place the responsibility for all signaling and communication equipment with Auth, a Company having more than half a century of experience in this field. You'll be glad you did.



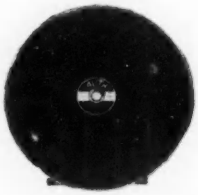
FOR HOUSING
U. S. Approved Mail Boxes; Doorbell Systems and Mechanical Door Chimes; Telephone and Fire Alarm Systems.

FOR HOSPITAL
Nurses' Call, Doctors' Paging, and "In and Out" Register Systems; Clock, Telephone, and Fire Alarm Systems; Night Lights.

FOR SCHOOLS
Clock, Program Bell, and Fire Alarm Systems; Telephone and Miscellaneous Signaling Systems.



FOR OFFICES
Buzzer, Annunciator, and Clock Systems; Telephone, Fire Alarm, and Elevator Signaling Systems.



FOR INDUSTRIAL PLANTS
Fire Alarm, Telephone, and Paging Systems; Clock and Program Bell Systems. Supervisory Annunciators.

FOR COMMERCIAL HOUSES
Telephone, Clock, and Fire Alarm Systems; Buzzer, Annunciator, and Paging Systems.

MANUFACTURERS OF
Electrical Signaling, Communications, and Protective Equipment for Housing, Hospitals, Schools, Offices, Ships and Industry.

SINCE 1892
AUTH

Descriptive Literature upon Request

Sales Representatives in Principal Cities

Complete Systems • One Responsibility

AUTH ELECTRIC COMPANY, INC.

34-20 45TH ST., LONG ISLAND CITY 1, NEW YORK

You can do a *lot*

with a *little*

GOLD SEAL TAPE

Talk all you want to—Gold Seal has the sales-appeal!

It *goes further*. There's more tape value in every roll (there's no waste).

It sticks to the job. Laboratory control of production assures lasting "tack" in the friction compound . . . high dielectric strength. Gold Seal Tape will not dry out, peel or ravel.

It *speeds* the job. A lineman or electrician can produce better taped joints, in less time, with Gold Seal.

It's made by Jenkins. That means a *quality* product. You can promote Gold Seal Tape with confidence!

It's conveniently packaged. In 10-roll containers and single rolls. Each roll individually wrapped in cellophane to keep it factory-fresh—a sales-producing feature at the point-of-sale.

Stock and sell Gold Seal Tape for faster turnover and bigger profits. Jenkins Bros. (Rubber Division), 80 White St., New York 13, N. Y.

Jenkins Bros. also make Diamond Seal Friction and Rubber Tapes which meet both ASTM and Federal Specifications.

JENKINS *Gold Seal Tape*

FRICTION and RUBBER TAPES

MADE BY JENKINS BROS. . . . MAKERS OF FAMOUS JENKINS VALVES

4 timely items your retailers want to hear about!

Every retailer likes to hear news that can mean extra profits for him. Pass on these timely news items about General Electric lamps to the retailers you call on. Your lamp agents will welcome them—and you'll get extra lamp business.

GE LAMPS

1

SPRING PROFIT ITEM!

Now that consumers are starting to use their porches and back yards, dealers can make extra profits by promoting the General Electric yellow enameled lamps that don't attract insects.

2

NOW IN 1 HOME OUT OF 5!

In addition to the big commercial market for fluorescent lamps, there is also a fast-growing home market. 20% of American homes now have fluorescent lighting. So G-E Lamp retailers can look toward more and more fluorescent lamp replacement sales.

3

FAST-GROWING DEMAND

The Indirect 3-lite lamp—one of General Electric's newest products—is going over big! Its special shape and White inside finish give a balance of upward and downward light. Over 70 portable lamp companies are featuring lamps designed to use the new bulb, which makes replacement sales look good.

4

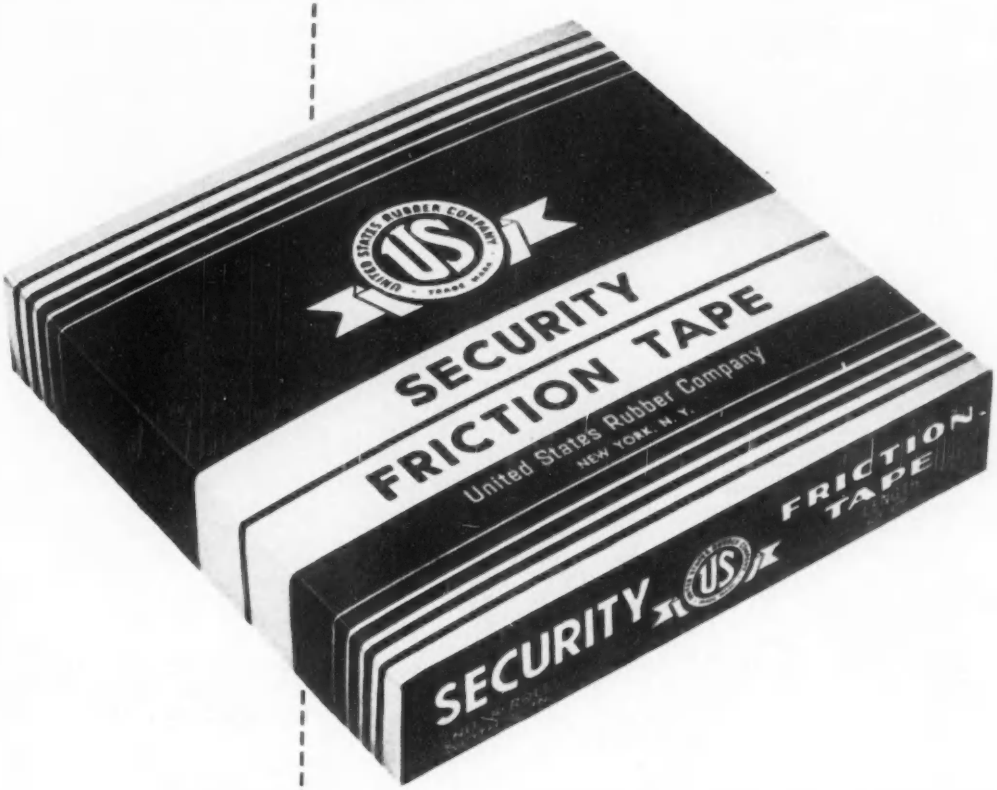
SELLS 4 INSTEAD OF 1

The G-E 4-lamp package sells customers four lamps instead of one or two—boosts retailers' profits.

And don't forget to talk General Electric lamps on every commercial and industrial call, too. Remember, "Everybody uses lamp bulbs; the easiest to sell are G-E".

GENERAL ELECTRIC

A SAFE AND STEADY SELLER



"SECURITY"—THE FRICTION TAPE MADE BY

Instinctively—electrical contractors reach out for things they know and trust.

They trust "Security" because they *know* it stands up in service. It has high tensile strength. It is free of pin holes. It does not unravel when unwound from the roll. It tears straight. And it has a strong, rubbery adhesive that sticks and *holds*.

Is your stock of Security adequate?

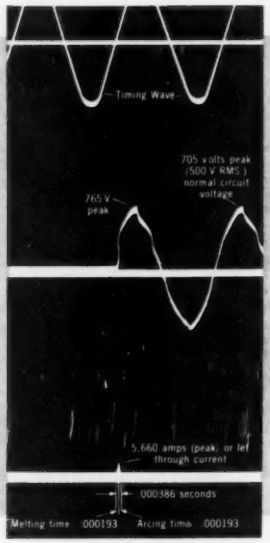
U.S. RUBBER
SERVING THROUGH SCIENCE

UNITED STATES RUBBER COMPANY

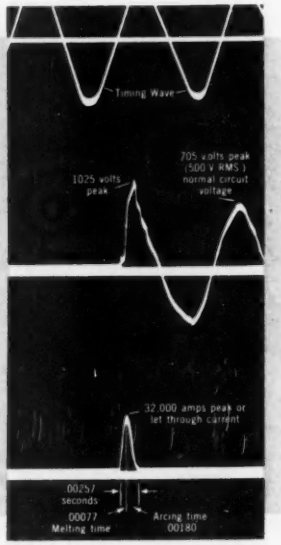
MECHANICAL GOODS DIVISION • ROCKEFELLER CENTER, NEW YORK 20, N. Y.

UNBELIEVABLE

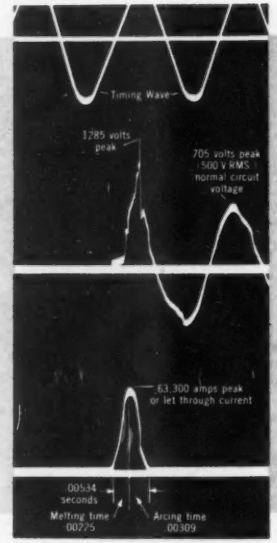
UNTIL THESE CERTIFIED OSCILLOGRAMS SHOW YOU ACTUAL INTERRUPTING TEST RESULTS



30 ampere, 600 volt Shawmut Amp-trap. Available current: 118,000 amps. RMS. 202,000 amps. Peak.



400 ampere, 600 volt Shawmut Amp-trap. Available current: 118,000 amps. RMS. 202,000 amps. Peak.



1000 ampere, 600 volt Shawmut Amp-trap. Available current: 85,000 amps. RMS. 144,000 amps. Peak.

SHAWMUT Amp-trap* CURRENT LIMITERS

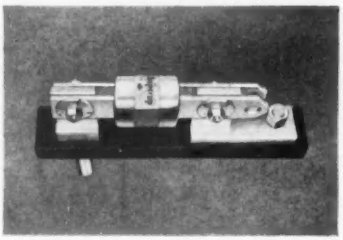
. . . the ultimate in low-voltage circuit protection

These interrupting tests on Amp-traps were successfully performed in a high capacity testing laboratory at 500 volts, 60 cycle, fully offset wave, in accordance with A.I.E.E. Standards #25 on Power Fuses, and were witnessed and certified by Electrical Testing Laboratories.

Never before in electrical history, so far as we know, has any circuit protecting device combined such lightning-fast current limiting and interrupting action. Amp-traps are built in sizes from ¼ ampere to 3000 amperes for application on circuits up to 600 volts A.C. or D.C. Operating temperatures of Amp-trap current limiters are relatively low.

The Amp-trap is but one example of Chase-Shawmut's engineering leadership in the field of protective devices. It results from years of experience and thousands of high power laboratory tests. The Amp-trap attains a new level of circuit protection, adding to but not detracting from present devices. It has created a new field of business.

This background is of great value to the wholesaler handling the Shawmut line of T-D Renewable, One Time, Trion and CQT Plug Fuses as it assures his customers protection of unmatched engineering experience and the satisfaction that brings repeat orders.



A 1600 ampere Amp-trap mounted in special fuse holders with spring washers — for application on circuits up to 600 volts A. C. or D. C.

SINCE 1893

REGISTERED UNITED STATES PATENT OFFICE

THE CHASE-SHAWMUT COMPANY

372 Merrimac Street, Newburyport, Mass.

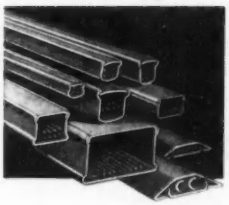
SHAWMUT CIRCUIT-MATCHED FUSES

Insure more accurately engineered protection for any circuit

*Trade-Mark "Amp-trap" Registered U. S. Patent Office

By 1965 *(or sooner)* there will be a common complaint

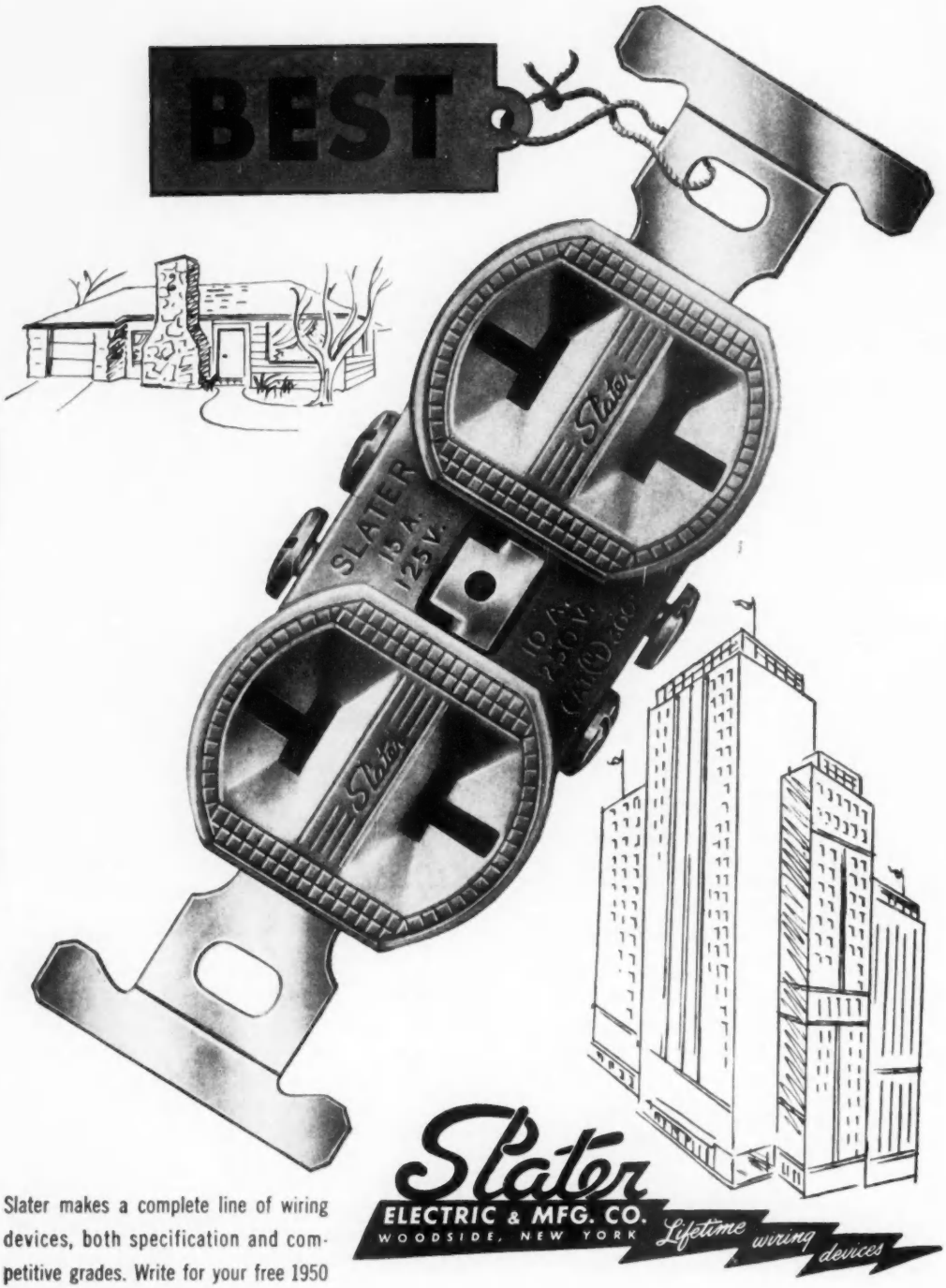
A new home . . . a new skyscraper. Very little in common, you might say, but unless the plans called for *adequate wiring*, chances are there will be a common complaint. The housewife with a new toaster in her kitchen, the office manager with a new electric typewriter in his stenographic department...both have a right to expect wiring that will not only meet present requirements of electrical service but wiring that can be quickly, easily extended to meet future needs as well. The wide-awake contractor who works with Wiremold knows from his own experience that with nine interconnecting surface raceway systems, each complete with a minimum number of fittings . . . Wiremold is always the answer! Write for facts that will help you plan Wiremold on *your* next job.



Know your WIREMOLD

THE WIREMOLD COMPANY
HARTFORD 10, CONN.

4WMBO



Slater makes a complete line of wiring devices, both specification and competitive grades. Write for your free 1950 catalogue, listing over 150 Slater devices.

KEEP

your customers with

Conduit of COLUMBUS

The very keystone of your success is the reputation of the products you sell. Conduit Pipe Products, by their vital role in every installation, are important to that success. Insure your customer's confidence by supplying *dependable* fittings by Conduit of Columbus.

If you have not yet discovered Conduit of Columbus write today for full information and prices.

Sold only through recognized wholesalers.

Conduit

CONDUIT PIPE PRODUCTS CO., COLUMBUS, OHIO

PIPE COUPLINGS • PIPE NIPPLES • ELBOWS, 90° and 45°
BONDING THREAD • GROUNDERS • WELL CLAMPS

LOOK HOW SYLVANIA

Helps You Build Fluorescent Lighting Sales!

1 **Prospects by the Million** are learning about Sylvania "Fluorescent at its finest" through big color ads in these leading *National Publications.*

They're reading about Sylvania's complete packages of light . . . finest possible fixtures and lamps . . . from one manufacturer. They're learning about the new Sylvania Triple-life Fluorescent Lamps . . . with an *average rated life 3 times that of previous lamps* . . . and how Sylvania field-tested more than 11 million of these lamps to *prove* their superiority.

2 **Every Important Market Covered** by comprehensive advertising programs in scores of influential *Trade and Business Papers.*

Thus, the men who make the decisions are kept constantly informed about Sylvania fluorescent lighting efficiency and dollar-saving advantages. Special campaigns are directed to executives in plants, offices, stores, and institutions, as well as to architects, contractors, and lighting engineers.

3 **Attention-getting Direct Mail Campaigns** also are telling and selling thousands of prospects in factories, offices, schools, and stores. These mailings are tied in with the Trade and Business Paper ads . . . they are pin-pointing and selling specific prospects and customers.

4 **Get this Sylvania Selling Plan** . . . it gives you full details about Sylvania's big advertising programs. Enables you to coordinate your local efforts with nation-wide campaigns. Shows how to turn Prospects into Profits. Mailed to you FREE. Send for your copy of "Your Springboard to Greater Sales", FL-405, today! Address Sylvania Electric, Advertising Dept. L-2304, 500 Fifth Avenue, New York 18, N. Y.

SYLVANIA ELECTRIC

FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES, SIGN TUBING; LIGHT BULBS; PHOTOLAMPS; RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES

Steel City Electric Company Offers You . . .

Not Merely a Switch Box

Not Merely an Outlet Box

Not Merely a few Covers

Not Merely an easy to make Fitting

But

A COMPLETE LINE

of

BOXES, COVERS and FITTINGS

that meet

Every wiring requirement

And . . .

Every item is backed by a reputable concern with almost 50 years of manufacturing experience.

That is Why STEEL CITY LEADS IN MEETING CONTRACTORS' NEEDS

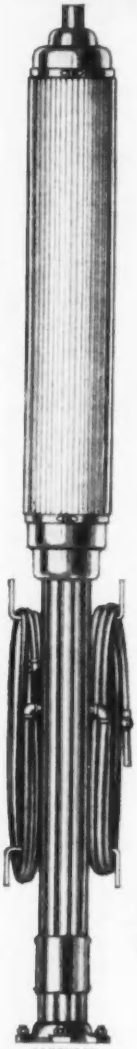
STEEL CITY ELECTRIC COMPANY

1207 COLUMBUS AVENUE, PITTSBURGH (12), PENNA.

Best buys for your Customers

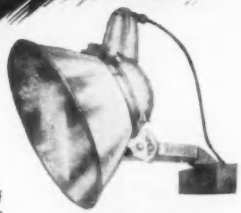
BEST LINE FOR YOU !

Revere
ELECTRIC MFG. CO. CHICAGO, U.S.A.



PATENTED UNDERWRITERS' APPROVED

REVERE has lighting units for every one of your prospects and there are prospects for every REVERE unit. Through the introduction of Pylon-Lites alone, we have opened up a new avenue for sales in many ways. While originally developed to pep up sales for the gas station, the units have made entrance in Outdoor Theatres, Race Tracks, Used Car Lots, Street Lighting, as well as entrances to parks and estates. The top flood clusters have literally revolutionized gas station lighting. And, so down the line, there's a place for every REVERE unit and a customer waiting. Remember — REVERE quality builds satisfaction and REVERE features give you talking points that build sales and consequent profits.



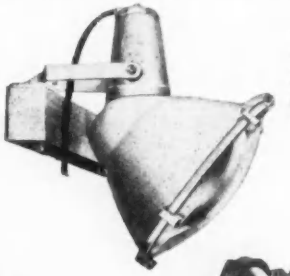
THE LATEST IN SPORTS FLOODS

New 18" and 20" Rear Service Flood. All Aluminum — light weight. Accessible by simply unlatching clamp and raising rear section. Can be serviced safely — no loose parts to dangle or break. Weather-tight. Has Protractor to enable accurate positioning of unit.

PYLON-LITES and CLUSTER LIGHTS

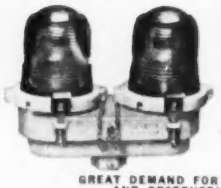
TO SUIT EVERY BUDGET

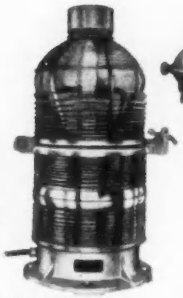
Pylon-Lites are made to mount on 2 inch pipe—or with corrugated standards from 3 inches to 5 inches O.D. Can also be had with decorative octagonal base or without facilities for air and water.



THE FAMOUS "4200" 750-1000-1500 WATT

The flood that stands all tests—rainproof—easy to service—rotation stop adjustment degree marked — light weight—highly efficient—beautifully proportioned—a REVERE thoroughbred that wins customers.





GREAT DEMAND FOR CODE BEACONS AND OBSTRUCTION LIGHTS
We manufacture units to meet every need. Sell these units for Smokestacks—Radio Towers—Water Tanks—etc.

OPEN AND CLOSED FLOODS FOR ANY TYPE OF MOUNTING—ALSO PORTABLE MODELS

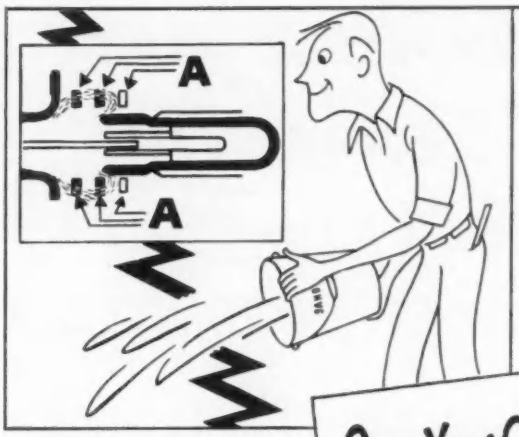
THE SPECTACULAR HINGED POLE

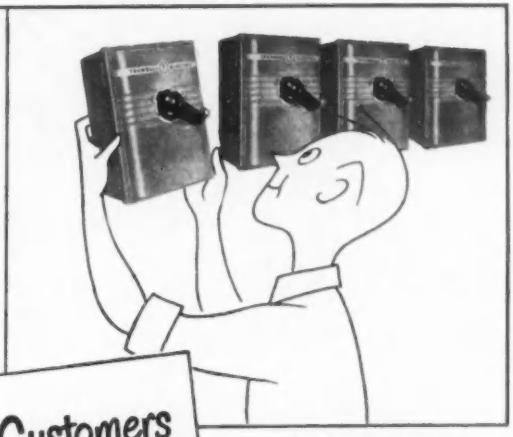
Every gas station is a prospect, also Industrial Plants, Parks, Playgrounds Parking Lots, Swimming Pools, etc. Eliminate hazardous climbing. Flood-lighting always at highest efficiency.

The REVERE Catalog is a Sales Kit in itself. WORK WITH IT!

REVERE ELECTRIC MFG. CO.

6011 BROADWAY • CHICAGO 40, ILL.
INDOOR AND OUTDOOR LIGHTING EQUIPMENT TO SERVE EVERY NEED





Give Your Customers Safe Load Breaking

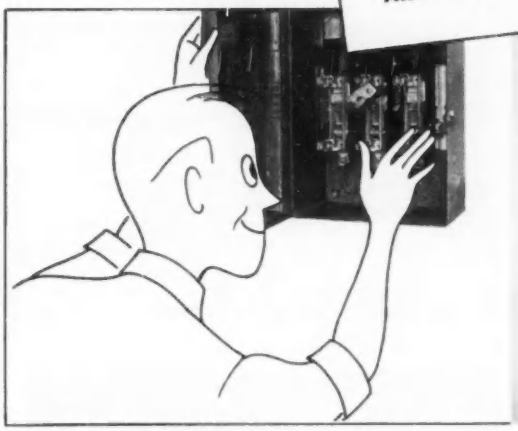
WITH TRUMBULL'S UNIQUE "ARC-QUENCHING ACTION"

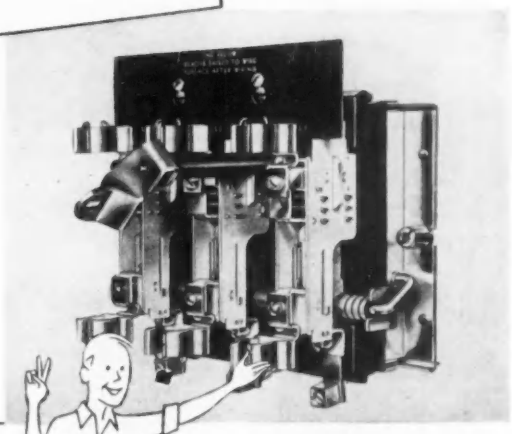
First Time in a Safety Switch!

Trumbull's HCI Type A Safety Switch uses magnetic repulsion to break heavy loads quickly, safely. Arcs repel each other ∴ break against grid pins (A)... quickly cool. No pitting means longer contact life.

It's Easy to Install

Front fusing permits small box, yet leaves ample room for wiring. Front operation permits close ganging. Interior removable for wiring ease. No exposed live parts when switch is OFF and door is open.





No Dead Center

Roller-cam action—multiplying linkage design with powerful spring—throws switch to *full* OFF and ON. HCI withstands heavy short circuits without damage. 30, 60, 100 ampere sizes. Request Bulletin TEC-10.

Unit Package

Interior is easily removed for wiring or inspection. Includes handle as an integral part. Available as packaged unit, to be used in combination with other equipment.

TRUMBULL ELECTRIC

THE TRUMBULL ELECTRIC MANUFACTURING COMPANY
Plainville, Conn.

TRUMBULL'S TRAIN OF NEW PRODUCTS

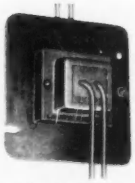
Wherever your Salesmen Call there's an Acme Electric SALES POSSIBILITY

Inside, outside all around the town, there are sales opportunities for Acme Electric transformers. Fluorescent lamp ballast replacements in offices, factories and stores. Power transformers for industrial and commercial installations. Stepdown transformers for operating 115 volt AC appliances or equipment from power lines. Bell ringing, chime and signaling transformers with hundreds of obvious applications. Control transformers for machine tools. Oil burner ignition transformers for homes and luminous tube transformers for signs collectively add to a significant sales total. Now is the time to get complete details about all Acme Electric transformers that are being profitably sold thru wholesalers. Write

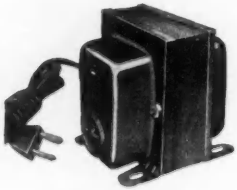
ACME ELECTRIC CORPORATION
674 Water Street **Cuba, N. Y.**

Acme Electric
TRANSFORMERS

AIR COOLED POWER TRANSFORMERS



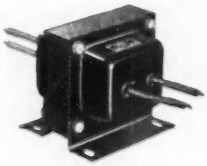
BELL RINGING AND CHIME TRANSFORMERS



STEPDOWN TRANSFORMERS

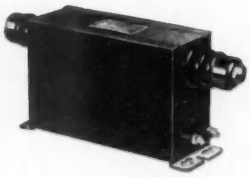
SIGNALING TRANSFORMERS

FLUORESCENT LAMP BALLASTS



CONTROL TRANSFORMERS

OIL BURNER IGNITION TRANSFORMERS



LUMINOUS TUBE SIGN TRANSFORMERS

these printed salesmen help multiply your selling efforts

12 insertions x 52,229 circulation = 626,748 contacts.

That's the number of planned sales calls that will help multiply the selling efforts of Central Conduit Distributors throughout the year. And you can bet on a fair share of them being made in your community.

We realize that no printed message is as efficient as your personal selling efforts. But these ads do remind your prospects of your prompt and friendly service, and of the wide selection of quality products like the Central Rigid Steel Conduit that you have for sale.

SPANG-CHALFANT

Division of The National Supply Company
General Sales Office: Grant Bldg., Pittsburgh, Pa.
District Offices and Sales Representatives in Principal Cities

GET AN "INSTANT-START" ON NEW AND PROFITABLE LAMP BUSINESS with CHAMPION INSTANT-START Fluorescent Lamps

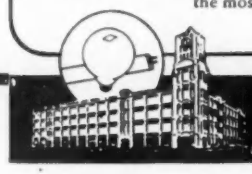
Every one of your customers and prospects will be reading this interesting and attention compelling announcement in his favorite industrial magazines.

Now is the time to cash in on the demand created for you on this new Champion Lamp. It means new accounts, new volume and profit for you.

Here's why:

1. **Instantaneous operation.** No waiting for "warm up".
2. **Color choice.** Champions come in all standard "whites".
3. **Size selection.** Champions come in five convenient lengths up to eight feet.
4. **Slimline.** Small — streamlined — fits restricted locations.
5. **Simplified wiring.** No starters, fewer sockets, simpler fixtures and less trouble.
6. **Lower maintenance cost!** Easier to maintain as well as to install.
7. **Choice of lamp brightness** and illumination levels through wide range of lamps and auxiliaries.
8. **NEW long service.** *NOW,* 4000 hours of life on 3-hour or longer burning cycles.

ASK YOUR SUPPLIER FOR CHAMPION *Instant Start* LAMPS. Write us for complimentary copy of the new, revised Champion Maintenance Manual, "F" packed full of up-to-date information on how you can make the most of your lighting.



CHAMPION LAMP WORKS
Lynn, Massachusetts
A DIVISION OF CONSOLIDATED ELECTRIC LAMP CO.

MAKE A

Good Connection

WITH THE

WEAVER *Line*

it's Profitable

★ JOBBER COOPERATION

The WEAVER policy of WORKING FOR THE JOBBER gives you additional sales.

★ GOOD DISCOUNTS

WEAVER jobber discounts give sagging profits a boost. All items have a profitable margin for resale.

★ LOW COST

Your customers want quality products at prices that are right. The WEAVER line is priced very competitively to increase your sales volume.

★ TOP QUALITY

High strength alloys, good workmanship, thorough testing and inspection, and plenty of "eye appeal" . . . you'll find them all in WEAVER products – and you'll make repeat sales to satisfied customers.

★ NATIONALLY ADVERTISED

Nationally advertised WEAVER products are well known and well liked in your trade area.

All items available in other types and sizes.

JAW

J. A. WEAVER CO.

2110 HOWARD ST. ST. LOUIS 6, MO.

Write for the latest Weaver Catalogue

Protect the plant and

with CROUSE-HINDS

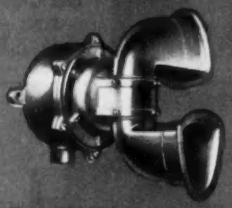
. . . . . bells, horns, sirens, and visual signals

Raintight signals for non-hazardous locations

The most complete line

Type WH Raintight Horn with Grill

Type WH Raintight Horn with Single Projector



Type WH Raintight Horn with Double Projector

Type FS Raintight Pilot Light Condulet

Continuous production is of vital importance in successful plant operation. Costly shutdowns can often be avoided by Crouse-Hinds signals that give an instant warning of abnormal operating conditions or sound an alarm in case of fire.

A wide variety of signals is necessary to meet the varied conditions in industry. Crouse-Hinds offers a comprehensive line of signaling devices for plant protection and communication . . . . . sirens, horn, bells, and visual signals. Each unit is designed with individual characteristics that make it superior for a particular kind of service. There are Crouse-Hinds signals for use in non-hazardous locations; raintight signals for use where exposed to the weather; explosion-proof and dust-tight signals for use in hazardous locations; signals with a low volume of sound and high power signals that are extremely loud.

You have a definite advantage in selecting signals from the all-inclusive Crouse-Hinds line. It is possible for you to meet the requirements of every location. In noisy areas the character of the noise is of first importance. A signal producing a sound having the greatest contrast to the area noise should always be selected. For example, a horn would not be suitable in

A Nationwide Distribution Through Electrical Wholesalers

CROUSE-HINDS COMPANY
Syracuse 1, N. Y.

Offices: Birmingham — Boston — Buffalo — Chicago — Cincinnati — Cleveland — Dallas Denver — Detroit — Houston — Indianapolis — Kansas City — Los Angeles Milwaukee — Minneapolis — New York — Philadelphia — Pittsburgh — Portland, Ore. San Francisco — Seattle — St. Louis — Washington: *Resident Representatives:* Albany Atlanta — Baltimore — Charlotte — New Orleans — Richmond, Va. — Salt Lake City
CROUSE-HINDS COMPANY OF CANADA, LTD., TORONTO, ONT.

CONDULET
REG. U.S. PAT. OFF.
First in the field
STANDARD OF QUALITY

CONDULETS · TRAFFIC SIGNALS · AIRPORT LIGHTING · FLOODLIGHTS

maintain continuous production

Signaling Devices

for control of operations, and fire protection.

of explosion-proof and dust-tight signals for hazardous locations

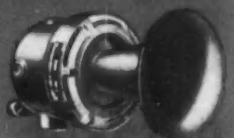
surroundings where a constant hum or whine is present but a bell could readily be heard. A bell would be inadequate in surroundings where the noise is produced by hammering on metal but a horn would give the required contrast.

Careful consideration should also be given to the number of signals required. In general, much better coverage is obtained by even distribution of several low output units than by one or two high output units. On the other hand, a high powered unit is necessary when the sound must be projected a considerable distance from one location.

Crouse-Hinds' line of visual signals includes a variety of pilot lights and also the Visularm, a compact unit used to supervise manufacturing processes. The Visularm will automatically indicate normal and abnormal temperature, liquid level, speed, load, or any other condition which can be electrically coupled to the circuit. An independent circuit is provided in the Visularm to actuate an audible signal.

In Crouse-Hinds' complete line there are dozens of different units from which to choose the items to meet your particular requirements. They are all listed in the Crouse-Hinds Condulet Catalog.

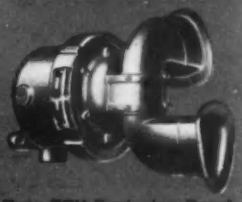
Type ETH Explosion-Proof Resonating Horn



Type ETH Explosion-Proof Standard Volume Horn

Type ETH Explosion-Proof Siren

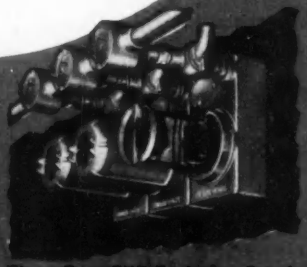
Type ETH Explosion-Proof High Power Horn with Grill



Type ETH Explosion-Proof High Power Horn with Double Projector

Type EGP Explosion-Proof Panel-Mounting Switch and Pilot Light Condulet

Type EFD Explosion-Proof Pilot Light Condulet



Three Type EKP Explosion-Proof Visularms. One cover removed. Rear view of panel.

Type ESR Explosion-Proof Bell

It takes a tough farm wire to get along with a cow!

Frankly, it takes DURALL

Life on a farm is tough for any wire. Mold, fungus, moisture, acids and animal matter rot jacket and insulation of ordinary wire with discouraging efficiency.

But DURALL*, with its tough Neoprene jacket and insulation, is designed especially for farm installation. Not only can it stand up under such attacks, but it's also toughly resistant to:

alkalies · oils · flame
crushing · impact · abrasion

because DURALL has no fibrous covering to rot and fray; no metallic sheath to corrode.

You'll do your customers a service they'll appreciate when you sell them DURALL—the right wire for the job. Anaconda Wire & Cable Company, 25 Broadway, New York 4, New York.

FULLY APPROVED! *The Underwriters' Laboratories have approved* DURALL *for use in cow barns and other locations where it is subject to all types of exposure normally encountered in farm installations.*

It's good business to sell— **ANACONDA**

WIRE AND CABLE

TIMES and TRENDS

Electrical Modernization Means *Adequate Wiring*

Last month in this column and elsewhere in that issue we presented plenty of facts and figures for backing up the premise that the electrical industry must do some coordinated planning of sales-building activities if it wishes to maintain a high level of business activities in all its branches for years to come. We suggested briefly a program and a slogan.

This month we are privileged to present in following pages a group of messages that constitute a quite appropriate follow-up to our March broadside in that they deal specifically with what each branch of the industry can and must do in support of a national sales-building effort.

These messages might well have been planned and written expressly for the purpose that they are published here, but instead they were actually prepared and delivered by speakers at the Sixth Annual Adequate Wiring Conference, held February 16th and 17th at the Hotel Statler, St. Louis.

We welcomed the opportunity of printing those addresses because the text of each, while spoken in behalf of the Adequate Wiring campaign applies with equal force to the campaign we have suggested. There is just one difference, for while the adequate wiring campaign is addressed to the residential field only, our call for electrical modernization is intended to go right across the whole front of utilization of electric current via: industrial, commercial, institutional and residential markets.

Wherever the idea to modernize electrically is sold, it will call first of all for *adequate wiring* with all it implies in heavier feed lines with adequate modern controls, more branch circuits with adequate protection and whatever may be needed in new raceways, fittings, connectors and a multitude of other materials to make it a really modern job and fully adequate to provide maximum electrical service.

In the wake of or concurrent with the execution of any adequate re-wiring job will come a more or less complete relighting job and—once an adequate re-wiring job is finished—broader use of already available apparatus or devices for electrical utilization will be followed by acquisition of more facilities for putting electricity to work.

Obviously every word spoken or printed in behalf of adequate wiring is applicable with equal force in the cause of electrical modernization. It is our hope that an All-Industry Conference on Electrical Modernization will come to pass so that through its coordinated efforts that vast market for adequate rewiring and relighting might be effectively cultivated.

★

Construction Records

For the first ten weeks of 1950 construction awards totaled $1,946 million, an increase of $514 million or 36 percent over the same period of 1949, according to *Engineering News-Record*. Commercial building awards accounted for $293 million of that increase, scored a climb of 61 percent over 1949.

Furthermore, housing's greatest boom of all time roared through its seventh month in January when over 80,000 housing units were started—the biggest January piled up on the biggest six months on record—in the seven months July 1, 1949 to January 31, 1950 the total was 654,300 housing units started or 17,000 more than in the previous record period—the middle months of 1948, says *Business Week*.

Also: A nation-wide check on apartment house construction made by *Business Week* indicates that 1950 totals will be at least as big as 1949 and may even chalk up a new record.

Looks to us as if the timid souls who were so jittery about 1950 had better get over the shakes, roll up their sleeves and go after some of the business that keeps rolling along.

★

Discount Houses

Once more discount houses are drawing the spotlight in metropolitan areas where they are playing havoc with the legitimate retailers of fair-traded electrical houseware items.

Having done a land-office business during the post-

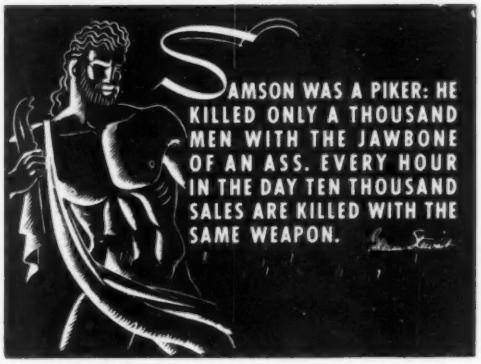
Another Star for the Complete RACO Line
They're really anchored with the RACO S.B.S.!*
Here's a Switch Box Support* that will hold *any* switch box in place. It can be used with all types of wallboard. It provides a strong, firm mounting. Switches (and particularly receptacles) will stay put. No loose parts to get lost in the walls, either. This is another example of the Raco design engineering and construction that keep Raco at the top of the list.
You can always rely on RACO
RACO
ALL-STEEL EQUIPMENT Inc.—800 Kensington Ave., Aurora, Illinois
"A BOX FOR EVERY NEED"

war years of scarcities they dropped mongrel brands as soon as advertised brands of wide public acceptance became available and fair-trade agreements don't seem to exist for them.

The worst part of the situation is that they seem to get hold of quantities of popular items when regular retailers can't seem to get them and this despite the fact that the respective manufacturer maintains most rigid supervision and wholesales his products only through recognized electrical distributors. This means that some of these discount houses are being fed fair-traded products by wholesalers who have agreed to observe fair-trade schedules.

When it is remembered that it took 20 or 30 years to get legislative approval of the principle of fair-trade agreements, it seems tragic that members of the wholesaling clan should be engaged in activities that, if long continued, must lead inevitably to legislative or judicial revocation of fair-trading privileges.

★



★

Anti-Trust Pennywise

Recently five large Philadelphia department stores pleaded no defense and were fined $2,500 for having according to the indictment conspired to restrain competition in order to boost prices.

They had agreed (1) that merchandise priced at less than $1 would not be sold at prices between 90-97c inclusive, with the result that prices were raised to 98 cents; (2) merchandise priced at more than $1 and less than $10 would not be sold at prices containing any fraction of a dollar between 86-97 cents inclusive, so that prices of goods in this range were increased as much as 11c per item; (3) merchandise priced at more than $10 would not be sold at prices containing any fraction of a dollar between 50 and 94 cents inclusive with the result that prices of such goods were raised as much as 45 cents.

Well, with the penny level successfully reached we have at long last achieved a "floor" for anti-trust prosecutions and, of course, there will never be a ceiling.

★

Windblown Fuses

No, it's not a new type of fuse. But, in a recent gale, a 22,000 volt line was blown against an 11,000 volt line on the Jersey side of the Pennsylvania Railroad's Hudson river tunnel and that blew all the fuses of the safety signal system in the Penn Station as well as the Hudson and East River tunnels, tying up all train traffic from New Jersey clear across into Long Island for nearly a whole hour.

Well, to make the use of electricity safe is what fuses are for, wind blown or otherwise.

★

Every Businessman's Obligation

From address by our friend, Daniel Bloomfield, Manager, Retail Trade Board and Director of the Boston Conference on Distribution.

True business leadership involves a deep sense of responsibility to the community, a high sense of civic duty and active expression of that responsibility.

It must accompany a sense of obligation to provide the best possible conditions of employment which reflect progressive practices in dealing with personnel. It involves right relations with resources for merchandise, with fellow merchants and with customers. It requires clear understanding of fundamental economic principles. It requires active participation in the affairs of your community with the aim of making it a better place in which to live and do business.

Here is a challenge to you at a time when leadership is sorely needed to protect and preserve our economy.

We say AMEN.

Alfred Post

EDITOR

Rely on Quality—

PYLE-NATIONAL INDUSTRIAL LIGHTING FIXTURES

for safety

IN HAZARDOUS LOCATIONS

EXPLOSION-PROOF

PYLE-NATIONAL LE SERIES (Class I, Groups C and D)

For use in locations where highly flammable materials are manufactured or handled.

Rugged, flame-tight cast aluminum alloy housings render internal explosions harmless, and insure safe operating temperatures. Threaded construction permits easy access to interior for wiring and lamp replacement. Available in many types and sizes.

DUST-TIGHT

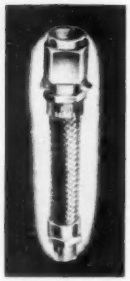
PYLE-NATIONAL DE SERIES: (Class II, Group E, F, G and Class III)

For use in locations where flammable dusts are present in quantity.

Strong, one-piece cast aluminum alloy housings are designed to exclude dust from the interior and to avoid accumulation of dust on the exterior surface. Available in many types and sizes.

FLEXIBLE SUPPORTS

PYLE-NATIONAL FO SERIES: (Class I, Group D; Class II, Groups E, F and G and Class III)



Pyle-O-Flex supports are for use with pendant type, explosion-proof and dust-tight lighting fixtures to comply with NEC which limits rigid stems to 12" in length.

Pyle-O-Flex is made to resist internal explosions and provides a good electrical joint without bonded jumpers.

Pyle-National also manufactures a complete line of explosion-proof and dust-tight supporting PYLETS for lighting fixture mounting, in addition to an extensive line of the most commonly used types of conduit fittings, switches and circuit breakers for hazardous locations. Consult the new PYLET Catalog

THE PYLE-NATIONAL COMPANY

1352 NORTH KOSTNER AVENUE, CHICAGO 51, ILLINOIS

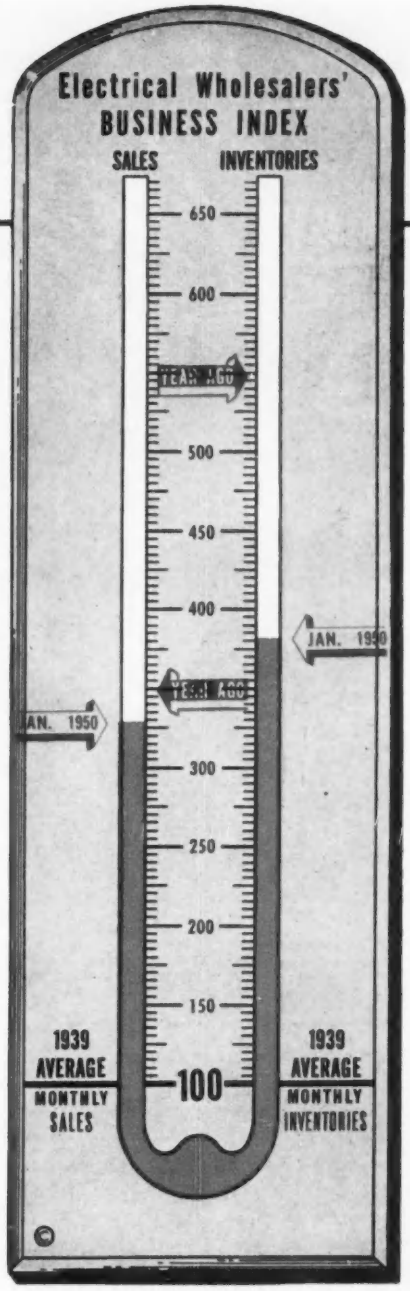
SINCE 1897

District Offices and Representatives in Principal Cities of the United States.

Export Department: International Railways Supply Co., 30 Church St., New York. Canadian Agent: The Holden Co., Ltd., Montreal.

PLUGS AND RECEPTACLES • FLOODLIGHTS • TURBO-GENERATORS • GYRALITES • CONDUIT FITTINGS • MULTI-VENT AIR DISTRIBUTION

ELECTRICAL WHOLESALING
THE NATIONAL MAGAZINE OF ELECTRICAL WHOLESALE DISTRIBUTION
A McGraw-Hill Publication



Business Index

For the Month of January 1950

SALES Sales of electrical wholesalers registered a seasonal decline during the first month of 1950. January 1950 sales, all classes of houses combined, were 25 percent lower than December 1949 although only 2 percent under the sales of January 1949.

By class of house declines of 23, 20 and 33 percent were reported by full-line wholesalers, wiring-supplies and construction materials distributors and appliances and specialties wholesalers respectively. Full-line wholesalers and wiring supplies and construction materials distributors sales in January 1950 were off 6 and 14 percent respectively from the same month last year. Appliances and specialties wholesalers reported January 1950 sales 23 percent above the same month a year ago.

Reports from 660 electrical wholesalers with total sales of $99,533,000 were used in compiling this data.

January sales of all electrical wholesalers were estimated to be $314 million, $21 million less than the same month a year ago.

INVENTORIES There was little or no change in the inventories of electrical wholesalers at the end of January 1950, with total stocks, measured at cost, of all classes combined, reported as only 1 percent above December 1949.

By class of house, full-line wholesalers and wiring supplies and construction materials distributors reported no change in inventories at the end of January. Appliances and specialties wholesalers reported an increase of 7 percent in inventories at the end of January 1950.

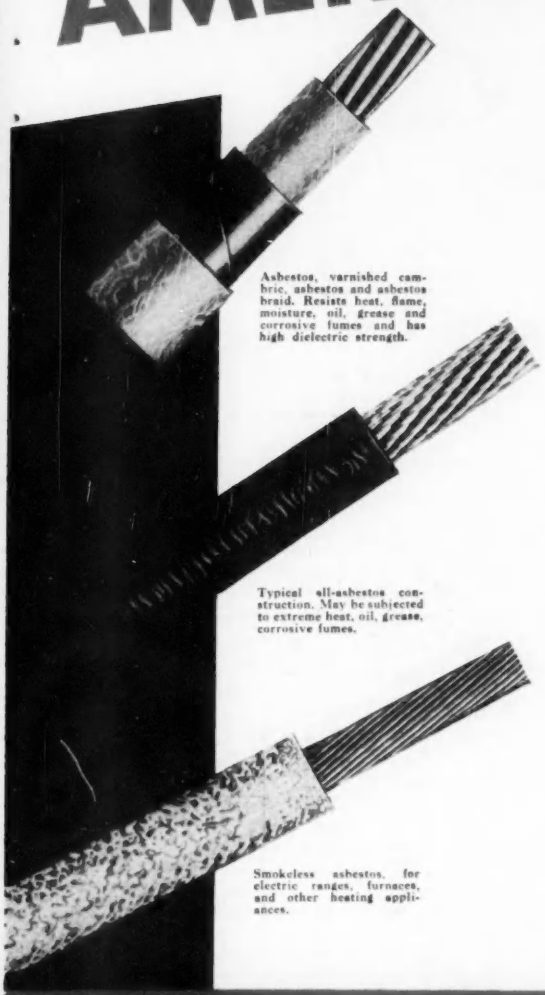
In terms of days' supply of inventory at current rate of sales, the total for all classes combined stood at 53 days of business which compares with 41 days at the end of January 1949. By class of house, the stocks of full-line wholesalers showed 54 days of business while wiring supplies and construction materials distributors and appliances and specialties wholesalers stocks stood at 57 days and 46 days respectively.

SOURCE The figures we use as a basis for these monthly comparisons of performance in the electrical wholesaling field are collected and compiled by the Bureau of the Census of the U. S. Dept. of Commerce.

It's hot in here
...can you guess how hot?
175°?
125°?
200°?
150°?
In hot spots, use Amerbestos for wiring fixtures and switchboards. And for longer, trouble-free service, use it for motor leads as well.

another hot spot for you to sell

AMERBESTOS



Asbestos, varnished cambric, asbestos and asbestos braid. Resists heat, flame, moisture, oil, grease and corrosive fumes and has high dielectric strength.

Typical all-asbestos construction. May be subjected to extreme heat, oil, grease, corrosive fumes.

Smokeless asbestos, for electric ranges, furnaces, and other heating appliances.

IT'S HARD TO BELIEVE, but on a hot day the temperature inside a lamp socket often exceeds 200°F. That's *too hot* for even the best rubber or thermoplastic covered wire. But it isn't too hot for Amerbestos Wire and Cable.

There are plenty of outstanding sales features to help you sell Amerbestos. The felted asbestos will not deteriorate with heat. It stays flexible. Retains its dielectric properties. Never grows hard nor brittle. And Amerbestos will not carry flames nor support combustion.

There's more, too. Amerbestos is made to withstand moisture, grease, oil and corrosive fumes—with no loss of dielectric strength. Your customers will like the fact that the cover is firm, yet flexible. Thickness is uniform. There are no laps, joints or seams. Installation time goes down, because the cover will not unravel or unwind; yet it strips evenly and *cleanly* from the conductor.

You can guarantee a safe, dependable job when you sell Amerbestos for hot-spot wiring. And no matter what your customers' requirements — whether they range from open wiring in dry places to completely submersible cable—you can supply Amerbestos Wire and Cable to fit their exact needs.

Other U·S·S American Electrical Wire and Cable Products—Building wires and cables—service entrance and drop cables—parkway cables—portable cords and cables—varnished cambric cables—paper insulated power cables—bare and weatherproof wire—magnet and armature wire.

For information, write to any of the companies listed below.

AMERICAN STEEL & WIRE COMPANY, GENERAL OFFICES: CLEVELAND, OHIO
COLUMBIA STEEL COMPANY, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS
TENNESSEE COAL, IRON & RAILROAD COMPANY, BIRMINGHAM, SOUTHERN DISTRIBUTORS
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS

AMERBESTOS CABLES

UNITED STATES STEEL

Electrical Wholesaling BUSINESS INDEX

REGIONAL ANALYSIS

REGIONALLY considered and all classes of houses combined, all divisions reflected the national pattern of decreases from the sales of the previous month. These decreases varied only slightly from the national figure of 25 percent and ranged from 13 percent in the West South Central area to 33 percent in the Middle Atlantic district.

On a comparative basis with January 1949, increases of 8, 4, 6 and 3 percent were reported by the New England, Middle Atlantic, Mountain and Pacific regions, respectively. Compared with January 1949, decreases of 2, 13, 6, 9 and 14 percent were reported by the East North Central, West North Central, South Atlantic, East South Central and West South Central regions respectively.

Inventories, on a regional basis, showed increases ranging from 7 percent in the Mountain region to 2 percent in the New England and West North Central areas.

JANUARY, 1950

Figures in this table apply to the geographic divisions as outlined and numbered in white on map above.

SALES January 1950 Compared in % with		Trading Region	INVENTORIES January 1950 Compared in % with	
Dec. 1949	Jan. 1949		Dec. 1949	Jan. 1949
—23	+ 8	1	+2	—37
—33	+ 4	2	—1	—35
—25	— 2	3	+5	—30
—22	—13	4	+2	—32
—19	— 6	5	+4	—30
—19	— 9	6	+5	—23
—13	—14	7	—6	—31
—27	+ 6	8	+7	—22
—27	+ 3	9	—6	—34

STATES COMPRISING GEOGRAPHIC DIVISIONS: REGION 1—Maine, N. Hamp., Vt., Mass., R. I., Conn.; REGION 2—N. Y., N. J., Penn.; REGION 3—Ohio, Ind., Ill., Mich., Wis.; REGION 4—Minn., Iowa, Mo., N. Dak., S. Dak., Nebr., Kans.; REGION 5—Del., Md., D. of C., Va., W. Va., N. C., S. C., Ga., Fla.; REGION 6—Ky. Tenn., Ala., Miss.; REGION 7—Ark., La., Okla., Tex.; REGION 8—Mont., Idaho, Wyo., Colo., N. Mex., Ariz., Utah, Nev.; REGION 9—Wash., Ore., Calif.

Wheeler deserves to be HUNG!

Here it is — the perfect fixture for Commercial Lighting! This new Wheeler O. C. Slimline unit is the answer for illuminating Offices, Schoolrooms, Stores, Drafting Rooms, Hospitals and Public Buildings. Attractive, economical and efficient.

Made for use with two 75 watt, 96" T12 Slimline lamps and two 40 watt, 48" T12 single pin lamps. Write Wheeler Reflector Company, 275 Congress St., Boston 10, Mass. . . . Also New York, N. Y. Representatives in principal cities.

O.C.

OCULAR COMFORT

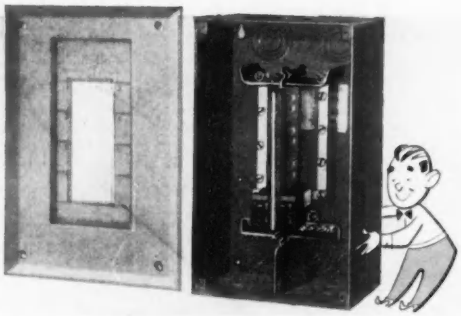
Wheeler REFLECTORS

Distributed Exclusively Through Electrical Wholesalers

MADE BY SPECIALISTS IN "SKILLED LIGHTING" EQUIPMENT SINCE 1881

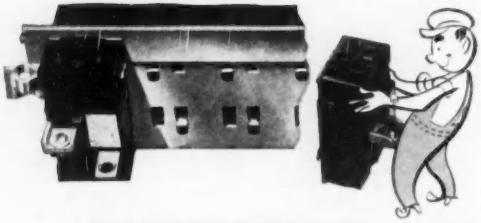
Flexible *Pushmatic*®

• steps up profits
• cuts down inventory

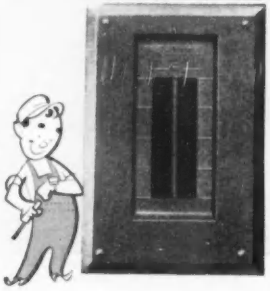


1 Cash in on Pushmatic profits with this simple plan: Give Contractor correct *basic Electri-Center* box and . . .

2 additional *Pushmatics* of the desired rating and type from your shelves.



3 Contractor quickly assembles Electri-Center by hooking units on mounting rib and connecting to bus bars with screwdriver.



4 With interchangeable Pushmatics, you can guarantee customers immediate delivery on Electri-Centers to meet their specifications. Stocks are kept to a minimum for a fast, profitable turnover.

Pushmatics of the Thermal-Magnetic Type, with or without exclusive BullDog Ambient Compensating Feature, are available to meet every load condition. All are identical in size and contour, in ratings of 15, 20, 30, 40 and 50 amperes, 1 pole, 120 V., or 2 poles, 120-240 V., AC. All are interchangeable for rating and type.

PUSH—It's ON!
PUSH—It's OFF!
PUSH—It's ON again!

Push-button switch with automatic protection for electric circuits

BULLDOG ELECTRIC PRODUCTS COMPANY
DETROIT 32, MICHIGAN • FIELD OFFICES IN ALL PRINCIPAL CITIES
IN CANADA: BULLDOG ELECTRIC PRODUCTS OF CANADA, LTD., TORONTO

BULLDOG

HEADQUARTERS FOR ELECTRICAL DISTRIBUTION

ELECTRICAL WHOLESALING News

Distributor's Operations Are Among NEMA Meeting Topics

Delegates at Winter Conference of National Electrical Manufacturers Association hear D. M. Salsbury, president of Wesco and NAED, discuss sales and service functions offered by distributors

CHICAGO—Two highlights of the Winter Conference of the National Electrical Manufacturers Association, which was held March 13-16 at the Edgewater Beach Hotel in this city, were an address by D. M. Salsbury, president of the National Association of Electrical Distributors, and a report on the business outlook in the electrical manufacturing industry presented by Dunwoody-O'Bryan & Co., commercial factors.

Mr. Salsbury, who is also president of the Westinghouse Electric Supply Co., spoke at the general association luncheon of the convention. His address dealt with the functions of electrical distributors and the activities of the National Association of Electrical Distributors.

Distributor-Sales and Service

"For many of you," Mr. Salsbury told the NEMA delegates, "the distributor is your sales and service organization. It is self-evident that an efficient sales and service organization is indispensable to your operations under today's highly competitive and high cost conditions. It is especially significant in our branch of this interdependent industry that the word 'sell' is synonymous with the word 'serve.'"

He said that "electrical manufacturers may not appreciate to the full, the breadth of knowledge and experience required of an electrical distributor salesman. He must not only know the products he is selling, he must have a good working knowledge of the business to which he is selling. He cannot be a peddler and simply offer a catalog of products, he must know the applications to which a product may be profitably put. He must think in terms not alone of satisfying a mechanical need, but of raising the production level of men and machines."

Business Outlook "Very Bright"

The business outlook in the electrical manufacturing industry was said to be "very bright for the remainder of 1950," according to the report made to the NEMA conferees by Dunwoody-O'Bryan & Co.

Drawing on the experience of clients in the electrical manufacturing industry, the Dunwoody-O'Bryan report found that consumer demand for electrical appliances is still "very healthy," and the demand for industrial electrical equipment is "similarly bright."

Squeeze on Capital Structure

However, the report said that "there is a squeeze on the capital structure of businesses in the electrical field, particularly among small and medium-size companies where annual sales volume ranges from $1,000,000 to $5,000,000" because of (1) taxes which have cut into earnings, (2) relaxation of consumer credit controls which have thrown a burden on wholesaler, jobber and manufacturers' capital, and (3) higher prices for steel and other materials and labor.

The report states: "A working capital of $500,000 is required today to do the same amount of business that $250,000 did in 1939. That is to say, with virtually all costs doubled, a pre-war working

THESE salesmen for electrical wholesaling firms located throughout the country recently attended the first of five "Distributors' Salesmen Lamp and Lighting Clinics" to be held in 1950 at Nela Park by the General Electric Co.

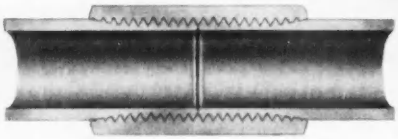
IT'S FORTIFIED FOR LIFE-TIME PROTECTION

SPECIFY

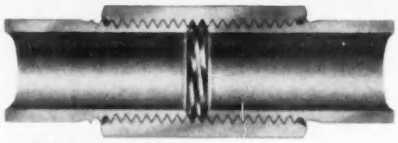
NATIONAL ELECTRIC

SHERARDUCT

To Keep Wiring Safe, PERMANENTLY



SHERARDUCT COUPLING—All surfaces and threads are Sherardized. Accurately undercut threads permit completely closed joints—no raw threads exposed—no gaps to interfere with the easy fishing of wires.



ORDINARY COUPLING—Raw threads meet raw threads—accelerates rust—weakens joint. Threads exposed in gaps trap wire ends and make the fishing of wires difficult.

FULL WEIGHT . . .

THREADED . . .

RIGID STEEL CONDUIT

When the job calls for a conduit that must withstand the test of time—there's only one *Sherarduct!* Sherarduct is a rigid steel conduit that is permanently rust-proof. The zinc protective coating alloyed to the steel by the special Sherardizing process will not crack or peel. Sherarduct is heavy-walled, threaded, smooth inside to assure easy fishing.

National Electric

PRODUCTS CORPORATION

1302 CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.

NATIONAL ELECTRIC PRODUCTS NE WIRING SYSTEMS 6 WIRES AND CABLES

capital can carry only half the business it did in 1939. Operating capital has not doubled in many instances."

In a number of electrical manufacturing and wholesaling companies, the report indicated, factoring has supplied permanent capital. "So long as a business is a going business with reasonable outlook for growth and expansion, there is some financial agency which can meet that company's problems."

The four days allotted to the convention were taken up for the most part by the meetings of the various sections, groups and committees of the National Electrical Manufacturers Association.

Promotions Announced

The Competitive Fuels Group announced that factual "telling and selling" of the "Go All-Electric" story to large groups of farm and rural small-town residents will be undertaken this year by scores of power suppliers and electrical dealers by means of new consumer material now being made available by the NEMA Farm Electrification Bureau.

At a meeting of the Electric Range Section, it was announced that the section is making available to utilities an electric cooking visual aids kit for educational use throughout the country.

The Electric Fan Section announced that its new manual, "Fans for Year 'Round Comfort," is about ready for distribution to dealers and salesmen as well as to home economists, and student and consumer groups.

Essex Electrical League Holds Industrial Show

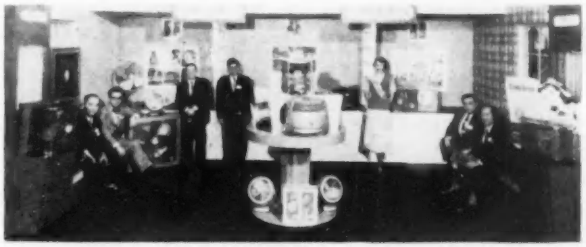
NEWARK — Attendance approached the 5,000 mark at the Sixth Annual Industrial Electrical Exposition sponsored March 7-10 by the Manufacturer's Division of the Essex Electrical League at the Terrace Room of the Mosque Theater in this city.

According to W. J. Masters, executive manager of the league, about 100 electrical wholesale houses were represented by visitors at the show. Others present included electrical contractors, engineers, builders, architects, purchasing heads of firms, and maintenance men.

The exposition visitors, the majority of whom came by invitation, were primarily from northern New Jersey. Some came from other parts of New Jersey as well as Pennsylvania, Long Island and New York state. They saw the exhibits of 55 electrical manufacturers.

Wholesaler Earle B. Latham, president of the Essex Electrical League and vice president of E. B. Latham & Co., Newark, spoke on a radio broadcast emanating from the show on opening night. Bob Johnson served as chairman of the exposition committee.

REASON behind the solid front of smiles presented by personnel of Colonial Electric Co., electrical wholesaling firm of Philadelphia, might be the batch of Christmas bonus checks that E. A. Wilson (extreme left), president, and M. T. Nice (third from left), vice president, are preparing to distribute.



INTERIOR room scene was simulated by the Berns Mfg. Corp. exhibit at the recent Housewares Show in Chicago. Shown standing in the booth, to the left of "Miss Air King of 1950," official hostess for the booth, are: Sam Bernstein (in the center), president of the company, and Gilbert Meyer, sales manager.

Canfield Supply Co. Elects New Officers

KINGSTON, N. Y.—Canfield Supply Co., electrical wholesaling firm of this city, which is celebrating its 100th anniversary this year, elected new officers at its recent annual meeting.

The new officers are: J. Richard Shults, president; George W. Canfield, vice president; Irving W. Scott, vice president; E. H. Kingman, secretary; W. C. Kingman, treasurer and general manager.

It was also learned that as soon as plans are completed, the Canfield Supply Co. will move to its new headquarters at Dederick Street in this city.

Sales Equipment Fair To Be Held May 22-24

The 1950 Sales Equipment Fair, sponsored by National Sales Executives, will be staged May 22-24 in the Masonic Temple at Detroit, in conjunction with the National Convention of National Sales Executives.

It was announced that ample time will be provided during the convention for the sales executives to visit all displays at the Sales Equipment Fair, and that one entire morning or afternoon session of the conference is planned to take place in the fair exhibit space.

Exhibitors, it was learned, will include those who sell products and services in fields such as: Personnel selection, sales training, sales promotion, sales equipment, and sales methods.

Report 14½ Million Radio And TV Sets Sold In '49

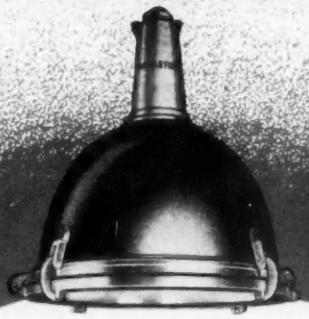
WASHINGTON—A total of 14,500,000 radio and television sets were purchased in 1949, it was announced recently by the Radio Manufacturers Association and the National Association of Broadcasters.

This first joint annual study of industry statistics was made under the direction of Frank W. Mansfield, chairman of the RMA industry statistics committee, and Kenneth H. Baker, director of research for the National Association of Broadcasters.

Home radio set sales account for 7,956,000 of the total number, automobile radio sets for 3,964,000, and television sets for 2,594,000. Production by manufacturers varied somewhat from these retail sales figures, it was announced. A total of 3,029,000 television receivers and 7,456,000 home radios were produced in 1949. The differences are accounted for by sets in the hands of dealers or distributors.

Automobile radio sets in use totalled 14,764,000 which included the 3,964,000

(Continued on page 104)

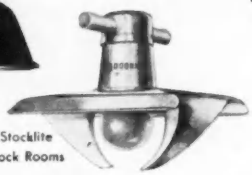


Industrialite High Mounting Fixture

GOOD LIGHT...

Industry's Most Essential Production Tool!

Standard Dome Reflector



The Stocklite for Stock Rooms

● When you sell Appleton Industrial Lighting Equipment you're paving the way for top worker efficiency, better production. That's because Appleton fixtures are scientifically designed to provide the *right light,* without uncomfortable glare, troublesome contrast or shadow. Products of nearly half a century of experience, expert engineering and unequalled manufacturing facilities, Appleton Fixtures provide maximum illuminating efficiency at minimum installation, service and operating expense. Appleton Lighting Fixtures are available in the exact type and size for every industrial requirement—including hazardous locations—whether indoors or out. Sell the finest in lighting equipment . . . sell Appleton, Standard for Better Lighting.

APPLETON LIGHTING EQUIPMENT

The EFU—First and Still Finest Explosion-Proof Lighting Fixture

Standlite—for Filling Stations, Parking Areas

APPLETON ELECTRIC PRODUCTS

SOLD THROUGH ELECTRICAL WHOLESALERS

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Resident Representatives: Dallas, Indianapolis, Kansas City, Orlando, Milwaukee, New Orleans, Seattle

Export Representatives: International Standard Electric Corp., 67 Broad St., New York 4, N. Y.

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CONDUIT FITTINGS • LIGHTING EQUIPMENT • OUTLET AND SWITCH BOXES • EXPLOSION-PROOF FITTINGS • REELITES

Washington STRAWS

SOME RECORD. With the ten-day Easter recess underscoring the halfway mark of the second session of the Eighty First Congress, the Truman legislative program remains bogged down in a mire of political maneuvering. Final enactments totaled just 3 laws in the 3 months ending April 1st: The oleomargarine tax repeal, voting economic aid to Korea and Formosa, and tightening price support on potatoes while increasing cotton and peanut acreages.

And the outlook for a better score in the second half is not good.

CENSUS. April 1st saw 140,000 politically appointed census enumerators start the job of census taking. Total U. S. Population is expected to top 151,000,000 and reports on the tabulations and breakdowns of all data collected will run into miles and miles of text and charts.

Results will be published earlier than ever before—most of them within a year —thanks to carefully planned mechanization of the tabulating process with over thirty electronically operating statistical machines each handling 400-500 reports per minute.

50 years ago, when the 1900 census was started, tabulation of the 1890 returns had not yet been completed.

TOLL OF STRIKES. The Labor Department reports over 50,000,000 man-days lost in 1949 by striking workers, with pension and insurance demands important issues and causing 55 percent of the idleness. No record is available on secondary idleness caused by material shortages due to strikes. But unemployment and strike-made idleness will not deter union leaders from continuing the drives that may eventually kill the goose that laid the golden egg.

SECTION 608, F.H.A. ACT must be re-enacted promptly or the building boom will hit the skids—that's what leaders in some branches of the building materials industry say. Multiple housing construction expects to be particularly hard hit, if reenactment of Section 608 is long delayed.

LUSTRELESS LUSTRON. After the Reconstruction Finance Corporation backed the Lustron Corporation to the tune of $37,000,000 it balked at putting up more dough, had a receiver take the concern over.

The original founder and super salesman of the enterprise actually put up $1,000 of his own money, sold the R.F.C. millions into it, sold himself into a $50,000 per year job but couldn't sell enough steel houses to continue operations after Uncle R.F.C. stopped handing out millions.

That's where Government in business "will be lucky to get back 5 cents on the dollar" according to the super salesman's own estimate.

EXPORTS AND ECA. Paul G. Hoffman, Administrator of the Economic Cooperation Administration told Congress that export business must be expected to drop, when

the Marshall Plan ends in 1952. He warned also that here in the U. S. there will be some cases of serious competition from foreign imports, but that alert management must find a way around it. Having engineered the job of building up that foreign competition with American dollars, Mr. Hoffman may one of these days be called upon to show American business how to "find a way around it."

Meanwhile President Truman has directed Gordon Gray, retiring Secretary of the Army, to develop plans for helping foreign countries how to find American dollars with which to pay for American exports after the Marshall plan ends.

You have one guess as to where those dollars will be "found" in the presidential election year 1952.

NO FISHING IN F.B.I. FILES is what J. Edgar Hoover told the Senate. President Truman backed him up, but as a friendly gesture he has asked the Loyalty Review Board to make a full check-up on persons accused by Senator McCarthy.

It is reported that the late President "Teddy" Roosevelt was less polite under somewhat similar circumstances. When the Senate of those days subpoenaed some files from the Attorney General, Teddy said, "I have those papers in my possession —the only way the Senate or the Committee can get them is through my impeachment." That settled it.

Anyhow, so far all the sniping at the State Department has not ruffled Secretary Acheson's poise.

EXCISE TAXES. Congress is going to put through some excise tax cuts—come hell or high water—even over a Presidential veto.

Cuts will come where the largest number of people will know about it, on retailers taxes, passenger fares, amusement taxes—it's election year, you know. What losses in Government income those cuts produce will be regained by jacking up gift and estate taxes.

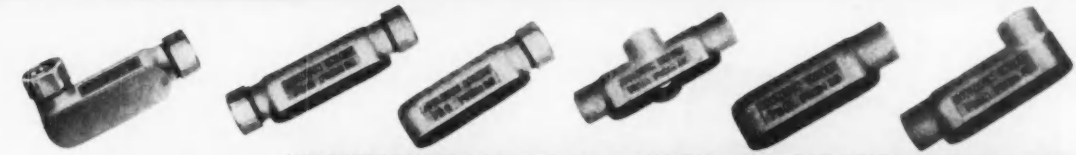
And the House Ways and Means Committee is flirting with the idea of extracting some lucre from the high, wide and handsome riding radio and television industry via application fees and license fees on radio and television stations; the excuse being to make the involved federal regulatory agencies such as F.C.C., C.A.B., I.C.C., etc., self-supporting.

Unless that plan is killed by industry and nationwide protest you might next have a federal law for licensing all business to support the Department of Commerce and another for licensing all farmers to support the Department of Agriculture, and another for licensing all workers to support the Department of Labor.

With such licensing laws in effect, socialization of all business would be an easy matter.

STEEL—THE GUINEA PIG? After recent public hearings on steel, the joint Senate-House Economic Committee (Senator O'Mahoney, chairman) in a 66-page report recommends: (1) Government hearings on all industry-wide price increases; (2) Inquiries to determine if perhaps the steel industry has taken on the aspects of a public utility and should be brought under legislation *including price control;* (3) Finding means of achieving "a greater degree of competition in the steel industry" and investigating feasibility of *requiring Federal charters or licenses for companies doing interstate business* and extending financial aid to new and small steel firms; (4) That all major steel producers be required to *submit regular reports on prices, output, costs and profits* to the Federal Trade Commission.

If such Federal licensing and controls should come—could socialization be far behind?



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ALL THE WAY!

APPLETON *Malleable Iron* UNILETS

Appleton Form 35 Malleable Iron Unilets save time. They eliminate loss due to damage and breakage. Available in threaded and no-thread types, their superiority over fittings made of any other material has been proven on thousands of construction and maintenance jobs!

The Appleton Line completely covers your customers' requirements, from simple steel outlet and switch boxes to big, heavy-duty explosion-proof types.

Write for Complete Catalog Information

- **Precision Engineered to Install Easily . . . Save Time!**
- **Smooth Finish . . . Clean Threads . . . Greater Wiring Room**
- **Made of Unbreakable Malleable Iron Lighter . . . Stronger**

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Resident Representatives: Dallas, Indianapolis, Jacksonville, Kansas City, Milwaukee, Seattle
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That's why the Printing Calculator is first with businessmen and operators everywhere . . . they save time by eliminating reruns and needless checking . . . they get more figure production with the faster 10 key keyboard. And—anyone can learn to operate it in a brief practice session.

There's real economy in the Printing Calculator—you get super-quick adding and subtraction . . . automatic division and direct multiplication all with this one all-purpose figuring machine—plus proof printed on the tape. It's *first* . . . for payroll work, cost accounting, tax computations . . . for every office figuring job.

finest are our machines to aid modern business management—Printing Calculators, Electric and Manual Adding Machines, Electric, Standard, Noiseless and Portable Typewriters. For your writing and figuring needs we are not limited to any one system or machine—we make them all.

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was this call necessary?

Some "Moral Insurance" here might have avoided a serious accident

Workmen's compensation is a fine thing—but it can't replace a mangled arm.

Safety laws prevent many accidents—but they can't cover every hazard of an individual plant.

Accident prevention which goes *beyond the law* is an unwritten responsibility of every employer. It is his "Moral Insurance" for his employees welfare.

The premiums for "Moral Insurance" are not high. They do not have to be paid for in fancy safety gadgets. Their cost is simply the institution of common sense safety regulations covering all local hazards—enforced by employee committees with the full support of management.

Yes—"plant safety" is a mutual job.

DON'T FORGET—THE LIFE YOU SAVE MAY BE YOUR OWN

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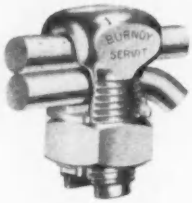
PROMOTED *to first place!*



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Nation's most popular split-bolt service connector.

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Makes tee, tap, cross, parallel or end connections.

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Sturdy construction, 1 nut to tighten—1 minute to install.

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Low cost indoor terminal. Ideal for service switch and block connections.

More and more wholesalers are promoting Burndy Connectors to first place in their connector stock! That's because Burndy Connectors are first in contractor acceptance, and first in promotion-advertising to your trade, direct mail, point of sale displays, new pocket catalog, trade show exhibits.

This promotion is well deserved because every connector in the complete Burndy line is *engineered* to win the loyal patronage of your customers. When you stock and promote Burndy Connectors you're promoting business for *yourself* because of Burndy's exclusive, selective distribution policy.

DIRECT MAIL

ADVERTISING

TRADE SHOW EXHIBITS

POINT OF SALE

All connector problems answered. Lists code and technical wiring data. Mailed in bulk to Burndy Stocking Distributors with distributor's name imprinted.

56 PAGE POCKET CATALOG

It pays to Connect with **BURNDY**

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". . . . But What We Really Need is UNITED ACTION"

We need an established board or committee, composed of resolute and determined men from each branch of the electrical industry to promulgate plans for getting the most out of this broad rewiring market

By W. E. Sprackling

Executive Vice President
Anaconda Wire & Cable Co.

IT seemed like old times to me to read the March issue of ELECTRICAL WHOLESALING. It reminded me of a talk I made to the "Electrical Supply Jobbers Association" *over twenty-two years ago.*

The keynote of that discussion ties right in with a lot of what was said editorially in last months "Wholesaling" magazine (March, 1950). Take the following paragraph for instance:

"Naturally, the electrical industry of necessity is divided into four groups—the central stations, the manufacturers, the jobbers and the contractors. We are coming to the realization that each group is dependent upon the other groups—none can be truly successful without the cooperation of the rest. This calls for unity of thought and unity of effort. It calls for the coordination of our activities so that work will not be duplicated or useless expenditures made. Only by every group striving for the same goal with each group having its particular duty to perform will we be successful."

We have been saying that ever

W. E. Sprackling

since, and I suppose we always will —because it is axiomatic.

Here are a few more extracts from that ancient talk—and I think they still apply.

In the past (and please note that I am talking about the past) it made no difference what branch of the industry we happened to be connected with, business came easily to us. If we happened to be a central station and wanted to sell more power, all we had to do was extend our lines —rich fields and verdant pastures lay everywhere about us.

If we happened to be a contractor, we merely followed the lines of least resistance which were the central station lines and mopped up good and plenty by wiring the houses of the home owners who had never before had the blessing of electricity. The contractor needed supplies to do his work so the manufacturers put on a night shift and made them and sold them through the jobbers.

Could anything be more rosy? The grand old law of Supply and Demand was certainly working overtime for us. Everybody was happy and everybody was content. Unfortunately, that contentedness was what started us on the road to our present sickness. No one can ever afford to be contented unless he is ready to cash in.

But those good old days of easy business have gone forever. The central stations realize it and are now cultivating the old fields that they have already worked and are trying to make two kilowatt hours grow where but one grew before. They have the right idea but they can't do the job alone. What is necessary is that the industry, as an industry, must start in on a selling job in which each of the four groups will take an active part and do its fair share of the work.

Some skeptics will no doubt ask why all this talk of cooperation and coordination is necessary—why all this ballyhoo regarding market development. There are always some folks like that who are always looking backwards through smoked glasses, living in the past.

I don't suppose that such people who don't believe the Civil War is over can be made to realize that we have practically reached the final outposts of our fertile fields of unwired houses. They would not think (if they could think) of throwing in a little fertilizer so that those same fields could be made to yield increased crops, sufficient to support us all. To them I say "Requiescat in pace." But the fact remains that such a job of cultivation can be done so that we will all be happy again—though never, I hope, content. (Remember—this talk was given before the days of REA).

In starting in on this cultivation program of market development we run smack up against this great competition of industry against industry that I referred to. We are going to compete against every other inlustry, and when we start in on a proposition of that kind we have a real piece of work cut out for ourselves.

There is our problem, gentlemen —and it so happens today the consuming public are not giving much thought to things electrical. If they were, we would not be getting the beggarly percentage that we are getting now.

And the reason that we are not getting much consideration is obvious, of course. There are scores of other industries who were compelled to realize long ago that this fight of industry against industry was going to be quite a battle and so they set about preparing for it. They corralled an armament of publicity, research and propaganda. Then they started in to use it with deadly effect by breaking down the ramparts of public opinion so that the public fell an easy prey to their solicitation for a bigger share of business.

While they have been employing their Big Berthas, we have been sniping away with pop-guns, and wondering why we were not getting anywhere.

If there were time, I could name to you scores of associations who are spending millions of dollars on legitimate market development work. I could give you figures that would astound you, figures showing the remarkable results attained by these campaigns. Some of them would sound like fairy tales, but are true and are a matter of record.

Whether we want to or not, we have got to follow the example of these other industries. In doing it we take no gamble. They took the gamble and proved the wisdom of the proposition. They did the experimenting and we can benefit from their experience. They have shown us where the snares and pitfalls are so we can guide our course around them.

We can't come too soon to the realization of the fact that we must get seriously to work—and the sooner the better. A plan of cooperative market development must be devised that will embrace the entire electrical field. It must include national advertising. It must include educational work. It must include constructive sales promotion work covering home, school, office and factory.

Now, gentlemen, that is going to take a lot of work and a lot of money. It is going to require the active support of every jobber, contractor, manufacturer and central station. But don't ever think that if you chip in a few dollars that you have done your part. It is going to be necessary for you to see that your local electrical interests are bonded together so closely that the great national movement can tell you what to do and be sure that you will do it.

Manufacturers can and will contribute a lot of money for national work, but when it comes right down to the final analysis, it is going to be the local interests, the local leagues that are going to be the necessary links that will put this thing over with the public.

This great coordinating movement of the electrical industry that will be set in motion by the Industry Sales Conference is going to mean the difference between loss and profit to a great many people in the industry. Certainly, it will mean more profit to all of us and so if we don't put our shoulder to the wheel, we deserve to fall by the wayside.

I ask your earnest cooperation with the coming Industry Sales Conference and your active support of the policies and plans which emanate from that Conference, ever remembering that:

"We strive until the goal is gained,
Then look for one still unattained;
Our records point the course we take
To greater records we can make—
For hope springs, not from what we've done
But from the work we've just begun."

Now, having read those 22-year old observations, you will feel in-

clined to say—sure but lots of things have come to pass—and that's true, we need only refer to such organizations as E.E.I.—NEMA—NECA—NAED, the Adequate Wiring Bureau and others.

Individual manufacturers, too, have realized the need for a national effort. I might mention the efforts of my company (simply to make a point) in promoting industry and nation-wide cooperation with such campaigns as "Industrial Modernization," "Preventive Maintenance" and "Wire Ahead"—each calling for cooperation on the part of the utility, contractor, wholesaler and manufacturer.

We will, of course, continue this sort of effort, but the real market for all of us cannot be won by haphazard pecking away. Individual effort helps, of course, but what we really need is united action.

There is a tremendous rewiring market ready to be tapped. In it there is business for all of us and a better electric utilization for industry, for commercial businesses and for everyone in the home.

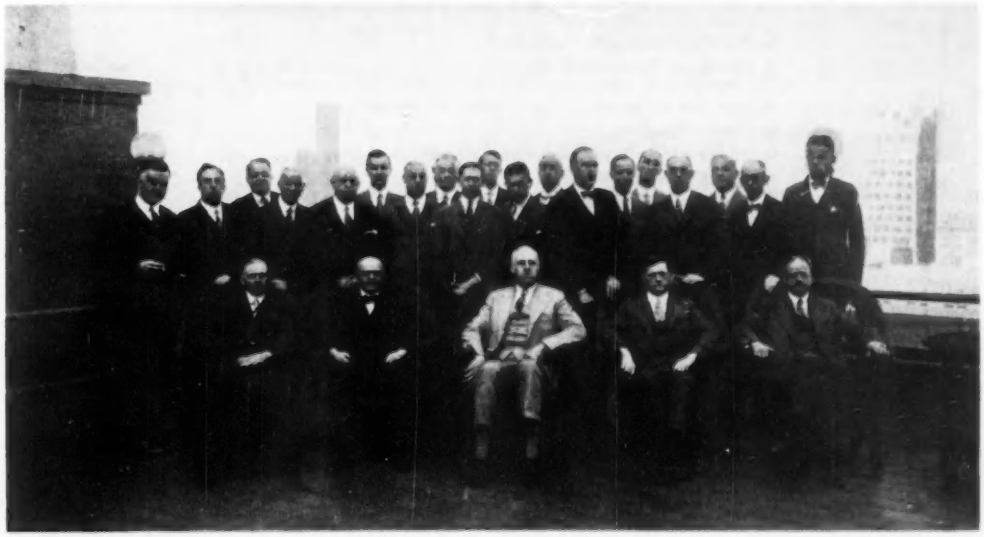
Picture this market, extending all the way from the corner store to commercial buildings, to homes, to institutions of all kinds and to industry. It is reasonable to suppose that some of these, built prior to World War II, suffer up to as much as 90 *percent electrical obsolescence*. Think of the many electrical improvements which can not be put to use because of electric inadequacy. That inadequacy is holding back the sale of the very products which the wholesaler must sell, the contractor must install, the electrical manufacturer must make and none of them can benefit without rewiring. Think that over!

We subscribe fully to the need of an established board, committee or what have you, composed of resolute and determined men representing forceful and leading companies from each of the interested branches of the electrical industry from the Utility, the Wholesaler, and Contractor and the Manufacturer.*

It would be the responsibility of this group to promulgate plans so that all of us would benefit from this *broad rewiring* market. Aside from the basic business reasons behind such a move, here is something probably even more important at this time and that is—prepare now to be ready at *any* time.

**We point to the increasing success of the Adequate Wiring Bureau as proof positive that such a group can work together. However, the Bureau is concerned only with the residential market, while we here are speaking of* ALL TYPES *of structures using electricity.*

First Gathering of Industry Conference on Wiring—Over 25 Years Ago



Left to right, seated: W. R. Herstein, acting chairman, Electrical Supply Jobbers' Association delegation; C. J. Russell, chairman, National Electric Light Association delegation; Earl E. Whitehorne, chairman of the conference; J. A. Fowler, chairman, Association of Electragists—International delegation; H. R. Sargent, chairman, National Electrical Manufacturers' Association delegation. Left to right, standing: Alexander Maxwell, S. A. Dennis, O. H. Caldwell, J. C. Forsyth, H. B. Kirkland, L. W. Davis, M. A. Oberlander, C. T. Hutchinson, C. A. Bates, A. P. Denton, W. E. Sprackling, W. C. Peet, J. D. Noyes, A. P. Good, G. E. Shepherd, W. H. Blood, Jr., O. F. Rost, R. C. Myer and Nelson Bond, secretary.

Are you a Quiz Kid on Fluorescent Lighting?

try this quiz to test yourself

Q. Is the light output of a fluorescent tube affected by ballast operation?

A. Yes. Some uncertified ballasts reduce light output by 20%! CERTIFIED BALLASTS assure rated light output.

Q. Does the ballast affect lamp life?

A. Decidedly. Improperly designed ballasts can lower lamp life by as much as 1,000 hours in a 40 watt lamp. CERTIFIED BALLASTS assure full lamp life.

Q. How can one guard against overheated ballasts?

A. Use CERTIFIED BALLASTS in well designed fixtures.

Q. Do some ballasts last longer than others?

A. Yes. A CERTIFIED BALLAST should outlast the life of the installation.

Q. Can ballasts be a source of noise?

A. Audible "humming" is often due to the ballast. CERTIFIED BALLASTS produce a minimum of noise.

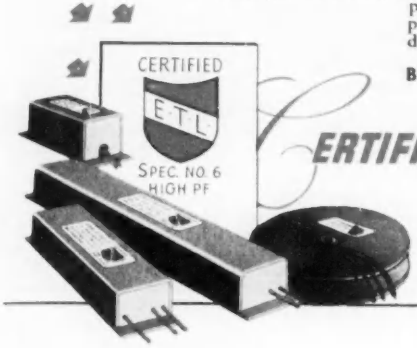
Q. What ballasts are made to exacting specifications, then tested and checked by Electrical Testing Laboratories, Inc., who certify that they conform to these specifications?

A. CERTIFIED BALLASTS!

Q. Who makes CERTIFIED BALLASTS?

A. Any manufacturer who wishes to produce ballasts that meet the specifications may participate in the CERTIFIED BALLAST MANUFACTURERS program. Currently 10 leading ballast manufacturers are producing CERTIFIED BALLASTS.

BE SURE... ALWAYS SPECIFY CERTIFIED BALLASTS!



CERTIFIED BALLAST MANUFACTURERS

Makers of Certified Ballasts for Fluorescent Lighting

2116 KEITH BLDG., CLEVELAND 15, OHIO

MODERNIZE ELECTRICALLY means Rewire and Relight *Adequately*

"1950 Is The Time"

By A. H. Kessler,

Executive Secretary
North Central Electrical Industries
Minneapolis, Minn.*

LET'S talk about something in which everyone in the electrical industry has something big at stake—the wiring system on the customer's side of the meter.

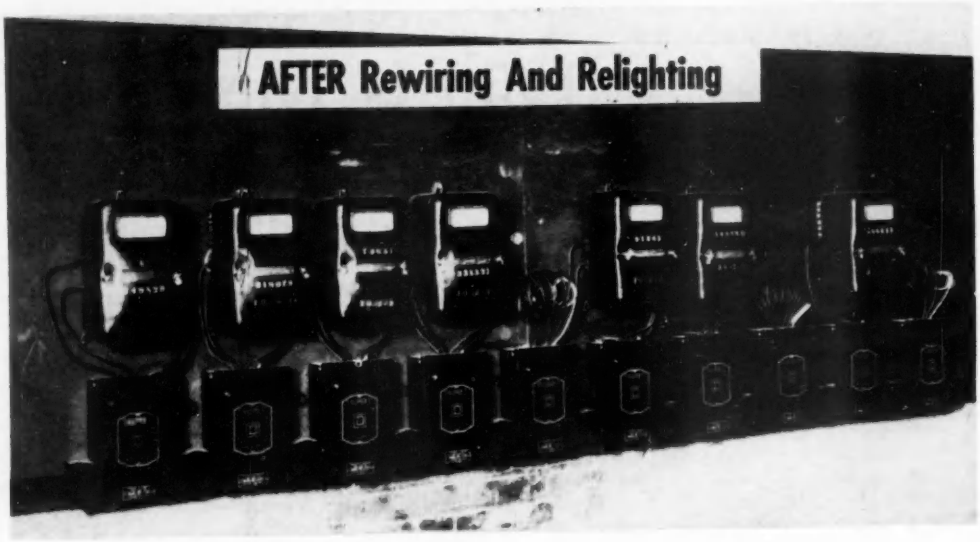
Last year alone, we added to existing electrical systems in the American home, 1,056,000 electric ranges; 695,000 electric water heaters; 4,450,000 electric refrigerators; 485,000 food freezers; 3,200,000 units of home laundry equipment; 2,600,000 television sets. We sold 3,000,000 vacuum cleaners; 2,450,000 electric coffee makers; 4,200,000 electric toasters and 6,310,000 electric irons. Millions of kilowatts were loaded to already over-burdened facilities and we handicapped the satisfactory performance and economical use of most of these time and labor-saving devices with improper voltage at the outlet.

And for 1950, the appliance division of our industry has already set its sights for an even greater volume of unit sales—all to be added to the crowded circuits on the customer's side of the meter. We must face these facts and if our industry ever proposes to really tackle this problem, 1950 is the year when we can and must give our Adequate Wiring Program its first really big postwar push!

Yes, 1950 is the time. The handicaps under which we have labored for eight long years are gone. Power supply, thanks to the long-range and foresighted plans of our electric utilities, is adequate again in most areas; the urgent demands on the electrical contractor are lessening and reports from many sections indicate that more journeymen help is available; there certainly is no shortage of wiring devices and materials.

New home construction continues at a satisfactory rate; forecasts of the national income for 1950 are encouraging, but most important of all, we have, as an industry, finally jolted ourselves out of the complacent attitude on selling and girded our loins for a creative selling effort to move electrical goods, build load and keep the industry going in high gear. But, what can we sell that doesn't require good wiring?

1950 is the year for that "long pull, strong pull and pull-altogether" in every branch of the industry on



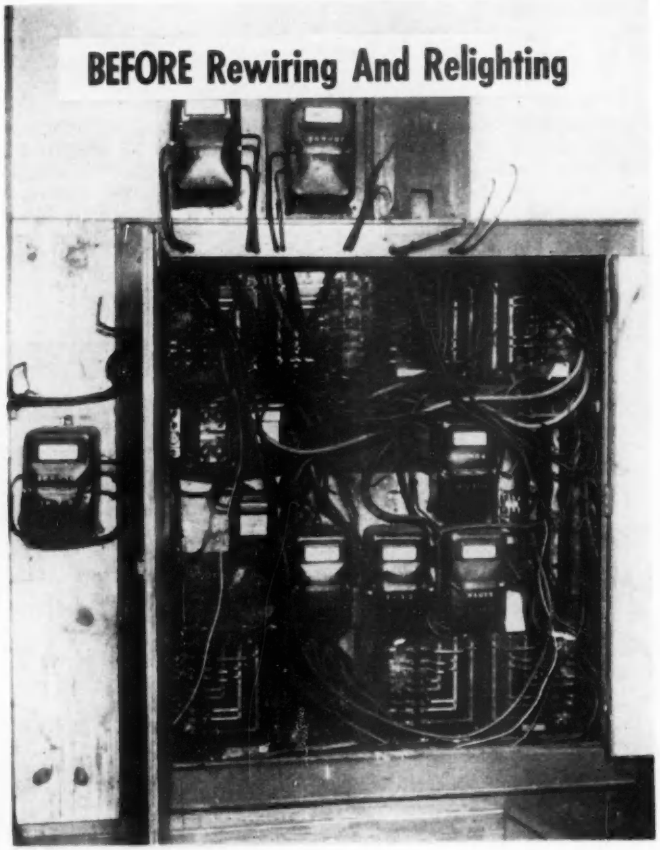
the Adequate Wiring Program. How can we as an industry really promote adequate wiring to the architect, the builder, the home loan agency and to the ultimate consumer if everyone in the industry is not aware of the problem to which the program is directed. That, of course, is the responsibility of all of us in our respective areas—the big job at the local level.

1950 is the year when we must revitalize our efforts with a creative selling program to those who finance, or build or plan new homes and to those who must rewire old homes. To them we must evaluate Certified Adequate Wiring in terms of service, dependability, performance and safety. We must talk about that constantly increasing use of electricity in the home and the new appliances which people want and therefore, will buy.

I am confident that an industry which can hang up a sales record such as it did in 1949, when a buyer's market returned, also has the creative sales ability to sell the difference in cost between a Certified Adequate Wiring System and an installation which meets only the minimum standards of safety.

And 1950 is the time.

*Excerpts from an address delivered before the Sixth Annual National Adequate Wiring Conference, held in St. Louis, Mo., Feb. 16-17, 1950.



UTILITIES Must Do These Things To Sell Adequate Wiring

By J. D. Howard,

General Sales Manager
Wisconsin Power & Light Co.
Madison, Wis.*

SINCE World War II, business-managed utilities and electric equipment suppliers have accomplished outstanding success in increasing generating and distributive capacities to a point where adequate reserves and even surplus capacities are now available in a number of areas in our nation.

Even with plenty of capacity and proper voltage at each customer's meter, we must fully recognize that the job of increasing the country's electrical system capacity is only half done. The second half of the system belongs to our customers and lies entirely beyond the electric utility's service terminals.

No electrical appliance can operate efficiently and render the full service for which it was designed and built unless the complete circuit from the electric generator to that appliance is entirely adequate and has no weak links in the chain.

Adequate development of this second half of the electrical system presents a very difficult problem. It is owned by millions of individuals, many of whom have no appreciation of the fact that poor electric service can result entirely within the second half of the system—the customers' wiring. A tremendous educational task rests squarely on the shoulders of the electrical industry.

While many elements of the electrical industry are contributing to this essential educational program, utility companies, because of their direct service to the consumer, must assume the major role in seeing to it that the second half of the electric system is improved to adequate standards.

Because wiring codes can be little more than safety rules, there is no process of law which forces the consumer to install electric wiring with adequate capacity and facilities. Therefore, the consumer must come to understand the importance of and the satisfaction he can experience with adequate wiring.

Consumers must be informed so they will understand that small wires and poor facilities not only cause inconvenience and hazards, but also cost the money through higher electric bills, more repair expense, and wasted time due to inefficient operation.

A Ten-Point Program

After recognizing the problem, and fully assuming both the economic and social responsibilities which rest in the lap of the electric utility, it is my belief that a company has the obligation of operating a program which includes at least the following ten points:

1. The company must assume the leadership of an Adequate Wiring Program.

2. An organization must be developed that includes industry representation, which will serve as a vehicle for Adequate Wiring promotion.

3. The utility must pay for any supplemental financial support that is needed to insure success.

4. The utility must set up a program to sell all wholesalers and electrical wiremen serving the area on the advantages to them of participating in the program.

5. The utility must carry on an educational program for all elements of the industry including appliance dealers, which incorporates conferences on subjects such as codes, how to wire, adequate wiring, wiring layouts, and how to sell adequate wiring to the consumer.

6. The utility company's sales organization must be arranged so that reasonable sales effort is exerted on the consumer, the architect, the builder, lumber yards, banks, realtors and other affected agencies.

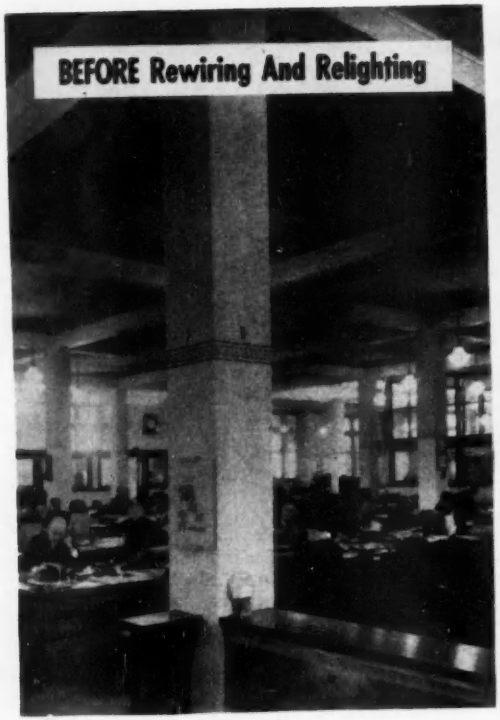
7. A definite certification plan must be operated and it should include some method of checking the wiring installation before it is certified as being adequate.

8. A sales promotion plan is needed which includes advertising, publicity, a reporting system on adequate wiring installations, and recognition of wiremen who are doing good work.

9. A public program bureau should be set up to make presentations to the general public, and it should include a film library and demonstration equipment.

10. The whole industry must keep everlastingly at the job of promoting adequate wiring.

To most people, "adequate wiring" is a very intangible phrase which



means but little. The highest order of salesmanship and sales management is essential to the successful promotion of it. It should not be placed solely in the hands of minor employees.

Adequate wiring *must* come first; otherwise the future of the electrical industry may be stifled to a serious degree.

Some of our experiences are almost unbelievable. In a series of wiring refresher courses we sponsored throughout our territory, it was found that 75 percent of the wiremen did not have a copy of the Electrical Code. We sold several hundred copies at these meetings.

Plans and Layouts Needed

We also found that hundreds of wiring jobs were done "By Ear." There were no plans or layouts from which to work or check. Many of our contractors are now doing their own layout work and are making working drawings.

In the first 100 adequately wired homes certified after the Central Wisconsin Adequate Wiring Bureau was organized in 1947, the following data on averages are:

1. There were 13 branch circuits, not counting range and water heater circuits.
2. There were 40 convenience outlets.
3. There were 27 switches.
4. There were 27 lighting outlets.
5. Most all have 100 ampere service entrances.

While the number of homes which have been certified is modest, we know that many plus benefits have resulted because the average standard of wiring installations has been raised materially. This is best indicated by the fact that wholesalers supplying our territory now sell considerably more No. 12 wire than before, and No. 14 wire is no longer the predominant size being installed. The feet of No. 12 wire used for domestic wiring now exceeds the feet of No. 14 used. The 100 ampere entrance switch has come to be generally accepted.

It is difficult to understand, but there have been companies who contributed to the financial support of the National Adequate Wiring Bureau that did not promote adequate wiring through their own organizations and programs. Such mistakes must be remedied. Success in this program requires effort from each segment of the whole electric industry.

The promotion of adequate wiring is an intriguing and challenging activity. Every utility executive should recognize its importance. It affords the utility company an excellent means of improving customer relations. Our program gives us a great deal of satisfaction because we know we are benefiting everyone:—the home owner, the wireman, the dealers, the wholesalers, the manufacturers—and ourselves.

**Excerpts from an address delivered before the Sixth Annual National Adequate Wiring Conference, held in St. Louis, Mo., Feb. 16-17, 1950.*

MANUFACTURERS Must Do These Things To Sell Adequate Wiring

MODERNIZE ELECTRICALLY means Rewire and Relight *Adequately*

By N. J. MacDonald,
Vice President
The Thomas & Betts Co.*

I LIVE in the metropolitan area of the nation's greatest city, with its bustling, great salt water harbor—a city where eight million people live in peace and enjoy taking baths in two-inches of water and doing without shaves every Thursday. Recently while in St. Louis, I hurried down to the river to admire, to wonder at, to gaze thirstily upon the Mississippi—all that fresh water flowing by and nobody guarding it!

Now I learned something from watching the water front. If you have a rowboat and a river which you want to get across, you've got to have oars. If you will follow along in my wake for a moment, I'll give you four sets of OR's.

A Healthy, Growing Business

1. Willy nilly, every manufacturer has a choice about his business. He can *percolate OR stagnate*. Stagnation is the first step toward the death of a business; so I choose not to stagnate. I choose to percolate, to keep a healthy, growing business, to expand my market. The first thing a manufacturer must do is to decide about his business: to *percolate OR stagnate*.

Sell More Goods

2. To keep my business percolating, to expand my market, I must sell more goods. My competitors have similar ideas. So over the

years each manufacturer has taken his share of the available business. If I insist on doubling my business, I have two possible ways to get that extra business. I can take it OR make it. To take it means that I get more than my share; some other manufacturer gets less than his share. That means a fight. I have to increase my sales force and cut my prices. The more business I take from my competitors the more expensive it becomes. I do more and more business at less and less profit, until finally I price myself right out of business. That's not good.

OR—I can *make* my extra business. Suppose I expand the whole market for electrical goods by twenty-five percent. Then I can increase my sales by a quarter and my competitors can increase their business by a quarter without a fight. Everybody benefits; nobody's throat is cut. "That's fine," you say, "but how do you do it?" The answer is: Remove the impediments.

The greatest impediment to increased electrical business is lack of wire. You just can't use more electrical equipment, you just can't buy more kilowatts, if you don't have the wiring to carry the load.

The National Adequate Wiring Bureau recognizes this impediment, this bottleneck in expanding electrical business. They have a practical, working program of educating the public to the possibilities of living electrically. In dozens of ways they tell people that if their houses were wired in 1920, they are living in the last century. National advertising tells builders that adequately wired houses sell more rapidly, age more slowly, and resell more easily. Home economic classes in public schools, in teachers' colleges, and in cooking clinics sponsored by the utilities use the Bureau's teaching materials to tell the story of the electric kitchen and adequate wiring. Newspapers and national magazines tell the story to the general public through press releases furnished by the bureau. Builders are using posters and local Adequate Wiring Bureaus are sending out printed promotional material supplied by the National Bureau. Did you know there are over a hundred different kinds? And within the industry the National Adequate Wiring Bureau holds conferences each year.

Smart manufacturers will support such a program that means increased business for them, more wiring jobs for the contractors, heavier appliance sales for the dealer, and bigger load for the utilities.

Active Participation

3. I feel that the adequate wiring program is a good thing for me and for the electrical industry; so I will support it. Once again I have two alternatives. I can support the Adequate Wiring program *half-heartedly OR wholeheartedly*. I can pay my share for its support and say, "yes, yes, it's a good thing," while I wear a shine on the seat of my pants waiting for something good to happen. That's no good. Half-hearted support brings half-hearted benefits. I'll take the program, *all or nothing at all*. I intend to support it nationally and work on it locally. I mean to back it with my money, my time and my enthusiasm.

Get Everyone Selling

4. And finally, I can sell adequate wiring and T&B products in my own back yard. Here's my last problem, my final set of OR's: When I try to market my goods, *shall I sell the hog OR just the bacon?* Our firm has about fifty men who make their living selling our goods. We equip them with catalogues, with product data sheets, and with samples. We send them enthusiastic letters and hold sales meetings to inspire them. Every month we mail them the Adequate Wiring Reporter; so that they can keep abreast of activity in house wiring. They are our sales force. Daily they send distributor's orders back to the factory. They are good men; we are proud of them. But they are only a part of our sales force. They are only the bacon.

The men and women who operate our production machines, the packers, the shipping clerks, the stenographers in the office, and the truck drivers on the road—all have a stake in our sales. Their job security depends on the business that rolls or trickles into the factory. They are our salesmen, whether they know it or not. Each one has a circle of neighbors and friends. Now, I don't intend to furnish each one with an order blank and a fountain pen. I never expect any of them to walk in with an order for 50 Chase Nipples and 10 Service Entrance Caps. I want them to sell the idea of adequate wiring.

Just consider the possibilities. There are only 50 men on our payroll as salesmen: but we employ 10 people for every salesman. Each one can tell the story of adequate wiring to his own friends in his own way. And all of them are willing salesmen. I have found I can multiply my sales force by 10 without increasing the payroll. All it costs is a little time and effort to educate my new salesmen about their own business.

Adequate Wiring Unknown to Many

I was surprised at how many of them had never heard of adequate wiring. They absorb the story quickly. Although they may not realize it at first, they will understand as soon as the situation is explained in terms of their earnings. You have dozens of potential salesmen for adequate wiring in your employees. Try talking to them about Electrical Interdependence. They may surprise you. One production worker boiled my speech down to very simple terms: "Sure, sales are important to me—No sales; no production; no production; no job."

Our sales force consists of two parts: the men we call salesmen and the much larger group who are eager to explain to their friends the advantages of Adequate Wiring and Living Electrically. Now I believe in selling the hog—not just the bacon.

What things must the manufacturer do? Get out your OR's. You pays your money and you takes your choice.

1. Percolate OR stagnate.
2. Take it OR make it.
3. Support the Adequate Wiring Program wholeheartedly OR half-heartedly.
4. Sell the hog OR just the bacon.

If you want to row, row, row your boat across that river, you better pick the right OR's.

**Excerpts from an address delivered before the Sixth Annual National Adequate Wiring Conference, held in St. Louis, Mo., Feb. 16-17, 1950.*

WHOLESALERS

Must Do These Things To Sell Adequate Wiring

MODERNIZE ELECTRICALLY —means Rewire and Relight *Adequately*

MUCH has been said and written about the great opportunities for adequate wiring throughout the nation. We know that most existing structures need electrical modernization and even many new buildings and many in the planning or construction stage need more electrical wiring and equipment than the specifications provide. We know that the rapid progress made by our industry in developing facilities that utilize electricity has made a tremendous number of buildings and houses electrically obsolete.

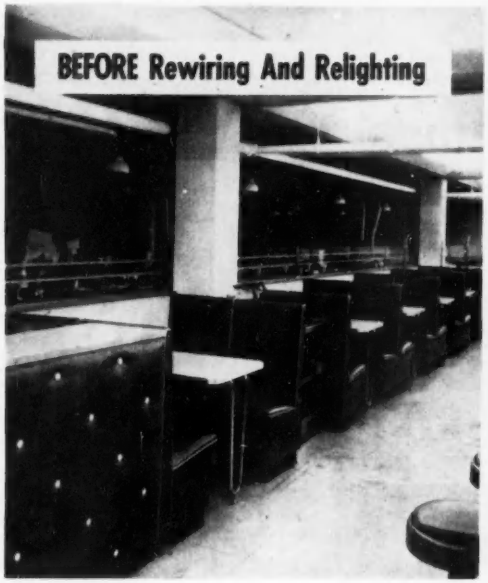
The future business that will be lost to the electrical industry because of inadequate wiring even though a heavy demand exists is worth serious consideration by all industry members. There's no doubt about it—inadequate wiring can and does wreck many sales of electrical equipment. It throws a monkey wrench into very carefully planned sales promotions and ruins the buying plans of many consumers.

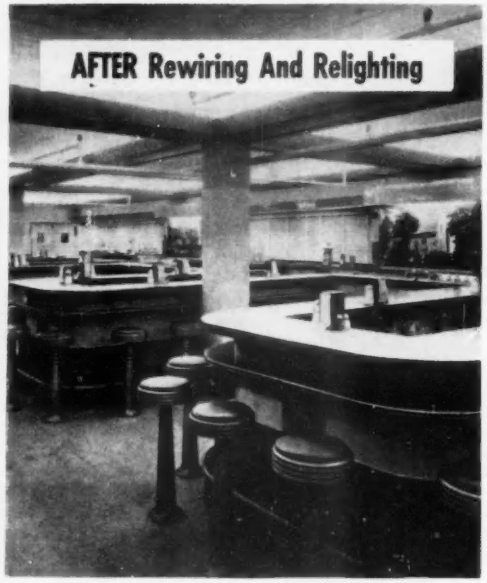
An adequate wired home is always a good potential customer for more electrical equipment. And every adequate wiring job sold means extra sales of switches, cables, conduit, receptacles, boxes, etc.

What must the wholesaler do in order to gain the benefits offered by an adequate wiring program.

First he must sell the contractor.

In his position as the direct contact with the electrical contractor, the wholesaler is a vital cog in the adequate wiring machine. Adequate wiring must be built all the way





from consumer on up. Unless the wholesaler sells the idea to his contractor customers—unless he trains the contractors to "sell up" on wiring, the entire program is doomed to fail and the electrical industry has erected a barrier to future sales.

The responsibility for selling the contractor and getting him into the adequate wiring program rests squarely on the shoulders of the distributors and their salesmen. Today's electrical contractors must know not only how to do a good job of wiring but also how to sell better installations. Specifications mean little to the average home owner but when he is told what a better installation will do for him, he readily understands the advantages of having adequate wiring in his home.

Secondly he must sell the retailer.

The wholesaler and his salesmen must show the dealers how to talk wiring to their customers. Dealers must realize that adequate wiring opens the door to future sales.

The dealers should be encouraged to devote part of their display space and advertising to the subject of adequate wiring.

The wholesaler and his salesmen should study and understand all the fundamentals of adequate wiring and lighting. He should know for example, that adequate wiring increases the value of private homes and this makes them more attractive risks to private and government financing agencies.

The wholesaler should realize that the amount of wiring in a home or building determines what and how much electrical equipment can be used in it. If adequate wiring is installed, the prospects for present and future sales is vastly expanded. If the wiring is inadequate, the sales potential is limited by the degree of inadequacy.

The third thing that the wholesaler must do is cooperate in carrying the adequate wiring story to the consumers. He must take an active part in convincing home owners that rewiring does not necessitate breaking out walls and tearing up floors. He must emphasize the cost to install adequate wiring is not prohibitive.

Electrical wholesalers working with their contractors and dealer customers can urge home owners to survey their homes carefully to determine where their visible wiring is weak such as insufficient switches, lights or outlets.

Sales training should be the keynote of the wholesaler's program in selling adequate wiring and electrical modernization. However, sales training is only effective if it is carefully planned and presented by men who know what they are talking about.

The wholesaler's salesmen is going to be required to do a lot of teaching if the market for adequate wiring is to be sold. The matter of training is important. The training must be continuous. The sales force must be equipped for the job and encouraged to plug the adequate wiring idea at every opportunity.

The fourth thing that the wholesaler and his salesmen must do is take an active part in the local group of the National Adequate Wiring Bureau. The success of the Bureau's program requires the cooperation of all branches of the electrical industry in passing on information and educating the public to demand adequate wiring.

The Bureau is set up to serve both the industry and ultimate consumer. It acts as a clearing house for information, ideas and service for all the electrical industry in promoting the use of adequate wiring. It encourages the idea of safe, modern electrical living to the consumer.

CONTRACTORS
Must Do These Things To Sell Adequate Wiring

MODERNIZE ELECTRICALLY
means
Rewire and Relight
Adequately

By Lyle Foster,
President
Foster Electric Co.
Peoria, Ill.

TODAY, we have all had our figures on last year's business. We have had the time to study them, to know the type of jobs we've made money on, if our margin of profit has dropped, if our overhead has increased. We've found out a lot of things and made promises to ourselves on what we will do next year.

It's not strange that in our efforts to make a profit we overlook a very important item that doesn't show up in black and white. But it underlines the final figure of our balance sheets.

There can be no question that the foundation of our contracting business has been GOOD WILL and the degree of GOOD WILL has been the measure of our profits. It is apparent, too, that we have not recognized it as such and as a result our business becomes hard and unromantic.

Last year the National Electrical Contractors Association inaugurated a program of selling. It endorsed several plans. One of them was a continued expanded promotion of adequate wiring and very rightly it should take the front seat. It's our best opportunity to sell GOOD WILL.

For years we contractors have been selling outlets, conduit, wire, labor, fixtures and other such items as our stock in trade. We have been figuring plans, quoting prices, checking figures and getting our jobs because our bid was low or because our customer thought we could do it for less, or that he might get a better job. Anyway that has been the basis of our getting our work.

Now let's take a typical example, then we will analyze it.

Mrs. Jones phoned and wants an estimate and out we go. She wants two plugs in the kitchen, four in the living room and a light over the back stairs. We give her a good figure because we think she has called someone else too. We thank her and leave her saying to ourself if John Doe quotes her less than $100.00 he can have the job.

Now it so happens that this John Doe she called is an active AW man and he sold Mrs. Jones an easier and more convenient way to do her

kitchen work. He told her a new clock would high-light that blank space on her wall and add a bit of glamour to such a beautiful, outstanding kitchen. He told her how she could move her furniture around and always have a plug in if she used what we call multi-outlet assembly. He told her of the many ideas she could work out in decorations. No more trying to hide cords, no more moving the furniture to plug in the projector.

He told her, too, while they were there it wouldn't be much work to put a plug on the front porch for next Christmas. Maybe hubby would like an electric lawn trimmer for his birthday and then he explained about the hazard on the back stairs and if someone were to fall the expense would be a great deal more than the cost of the 3 ways. And look, this protection won't cost a dollar a year.

And then John said: "Isn't it a miracle what you can do for a little money nowadays, just think for less than it costs for a new rug, for less than it costs to paint the storm windows, for less than you paid for the new shrubbery you can enjoy for the rest of your life the true convenience of electrical living. Would you like to have me talk to your husband tonight? He may have some more ideas to make your life a little easier, your home more livable. I wouldn't be surprised, Mrs. Jones, if we couldn't modernize the whole electrical system for less than $500.00. "What we have already planned runs a little less than $200.00."

Last year I was in St. Louis and after finishing my business I was anxious to get home. I had two choices, the plane or the electric train. Though it would take longer, I believed I could get home sooner by train and had the taxi take me to the station. I asked the agent when the train left and when it arrived in Peoria, without looking up he told me. I walked back to my luggage to give it some thought. Would the rough ride be worth the hour I'd save? A colored porter walked up and said, "Can I take your bags, sir?" I said, "No," still concerned with my thoughts, then I asked him, "Do you know if this train is usually on time?" He replied, "Yes, sir, boss." "This here is my train and we is most always right on time, going to Peoria?" I said, "Yes, I was going to Peoria, but if I took the plane I'd have time to stop up town, have a drink and have my dinner and still be in Peoria, at the same time, should the train be late."

Now, I'd met a salesman. Here's what he said, "Boss, this is the most scrumptuous train you ever rode on. You just get a ticket on this Club Car. It's got the nicest, softest seats. You just sinks down in 'em. We'se got all the late papers and magazines and boss, if you like Martinis I makes 'em good and I just got some of those nice big stuffed olives. But, boss, I'se got a special drink I makes just for my friends. I learned this down in Dixie. I takes a big glass, puts in some ice to make it cool then some of this and some of that, then I takes a small piece of lemon rind and rubs the edge of the glass. I puts a nice fresh mint leaf right on top and, boss, you just drink one of them and you relaxes in that chair and dreams the most beautiful dreams. And, boss, if you like southern ham I got that, too. I buy that special, too, and the way I fix that, boss, just makes your eyes pop out. And I got some of them extra fancy-T-Bones, too, about that thick. I fix them for all the Peoria boys and does they love 'em. Take your bag, boss?" I smiled and he picked them up. I couldn't have taken the plane then if it had been special for me. You see this boy didn't sell me transportation as such, he sold me just what I wanted and didn't know it. He sold me a new way to Peoria.

Let's start now to sell the things our service provides. Let's sell *comfort, health, safety, convenience, and above all, let's glorify that home, let us more adequately provide for the American way of life.*

We salesmen have the greatest story to tell any salesman ever had. We have the greatest number of prospects. We have more prospects with money—that great American Home owner. He wants what we have to sell, let's show him our samples in the new light of what they mean in use.

The greatest sales tool we have for our use today is "Adequate Wiring," the interest of our friends, the supplier, the manufacturer and the utility, is in our behalf. We should in appreciation dedicate our efforts to the promotion of this fine program.

**Excerpts from an address delivered before the Sixth Annual National Adequate Wiring Conference, held in St. Louis, Mo., Feb. 16-17, 1950.*

RETAILERS' Support Must Be Gained To Sell Adequate Wiring

MODERNIZE ELECTRICALLY means Rewire and Relight *Adequately*

By J. R. Poteat,

Manager
Range and Water Heater Division
General Electric Co.
Bridgeport, Conn.*

LET'S take a look at the individual segments of the electrical industry and their attitude toward adequate wiring. Obviously, the supplier of electricity has a stake in such a program, because on its success depends the creation of broader highways over which electrical energy may travel to serve an increasing number of customers, in an increasing number of ways.

The electrical contractors certainly should be interested, for the adequately wired home has twice as many fuses and circuit breakers as the inadequately wired home, 50 percent more of single pole switches, twice as many connection boxes, twice as many duplex convenience outlets, twice as many special outlets, and has on an average three, 3 and 4-way switches against none in the inadequately wired home. Thus the contractor not only has a bigger and better job to do in the adequately wired home, but he has an even more important asset—the great satisfaction which goes with a quality job.

The electrical wholesaler and the electrical manufacturer likewise have a stake in such a program, for the increased materials required, as well as the greater general use of current-consuming devices in such homes, creates more business for them.

What About the Retailer

But what about that fifth important member of the electrical fraternity, the electrical retailer? Should he be interested in the adequate wiring program?

Manufacturing and distribution—the materials end of the electrical industry, parallels the utility operation—the energy end—in a rather interesting and striking way. The manufacturer may be compared to the generating plant of the utility system, producing as he does the products of the industry. The wholesaler is the transmission system, and I can tell you that we, as manufacturers, are thankful for the many high tension wholesalers who are aggressively developing electrical distribution. The contractor may be likened to the substation, sometimes hi-voltage, sometimes not. He is the one who prepares the way, who provides the proper voltage at the point of use, and through an enlightened attitude toward electrical installations, becomes the regulator of adequate service and satisfaction in the operation of devices in home, industry and office.

The retailer may be compared to the service entrance into the house, for it is he at the end of the whole

process who supplies to the user the consuming devices which turn the meter and provide revenue.

Through all of these separate parts of the industry the copper thread of the utility binds it together into an integrated and unified whole.

For each one of these parts of the manufacturing and distribution train, there is compelling logic for interest in an Adequate Wiring Program. By such a program the manufacturer sells more materials and appliances; wholesalers distribute more wire, cable, wiring devices, and consumer products; contractors have more complete and satisfying installations to their credit, and the retailer, well, I'm not sure that he appreciates the importance of an Adequate Wiring Program to him. Nor perhaps do we appreciate his importance in carrying the gospel of adequate wiring into the highways and byways. As in the comparison we drew between an electric utility system and the manufacturing and distribution of electrical products, the retailer is at the terminal end of the process. Is he a "terminal block" which must be removed? Is he forming a road block at the terminal, which should be removed, or can he be made a legitimate "terminal block" through which an ever-increasing flow of business will pass to adequately wired homes, farms, offices and industry?

Largest Contact Group in the Industry

We need the 80,000 to 100,000 electrical retailers on our team. Aside from the meters which give the utility companies a constant contact with the consumer, electrical retailers are the most numerous consumer contact group in the industry. And their contact with the consumer is generally of a different character from that of the utility.

But if we are to gain the support of these many retailers, we must demonstrate to them personally the value of an Adequate Wiring Program.

Salesmen of Service

Let's not be misled by the cliché that the dealer is only interested in making a sale, and will do nothing that he may think will hinder that sale. I tell you that the dealer is not primarily a salesman of appliances, but a salesman of service—the service that the appliances provides to the home owner. This being true, what is the effect of an Adequate Wiring Program, or of an adequately wired home, on the service that an appliance performs.

I said a moment ago that a dealer sells the service that an appliance will perform. Suppose he sells an appliance. The customer has seen his store demonstration or that on the utility floor, where adequate capacity is available and she has observed snappy, adequate performance. But when it gets to the home, due to an anaemic wiring system the performance of the product does not duplicate the demonstration—maybe it's slow or sluggish. A service call results, and out the window goes part of the dealer's profit. And in a percentage of cases the dealer may have to accept a return of the product. Not only has he lost a sale, but he has developed a spot of unsavory contagion which reflects discredit on the entire industry.

The Range Wiring Issue

From time immemorial there has been an issue between contractors and retailers on the subject of range wiring, with the retailer constantly pushing for lower and lower costs, and the contractor defending the fairness of his charges. Let's look at it this way—suppose the sale of an electric refrigerator required wiring of a house with entrance service and line to the refrigerator outlet. Installation costs would be of some concern under such circumstances. But the refrigerator rides on the lighting wiring, just as do other small appliances. The electric range has always suffered under the stigma of a wiring installation, which in many cases has seemed out of all proportion. But as you and I both know, what happens is that the installation of the range requires a modernization of the entrance service with greater capacity and more adequate provision for future installations. If the entrance service were there in the first place, the run from the panelboard to the range would be an insignificant item of cost. But with the wiring provided when the range goes in, the future direction of that home becomes electric and electrical living with all of its conveniences and opportunities becomes a much wider opportunity for all of us in the industry.

Why is the retailer an essential member of this electrical team to promote and propagate the proposition of proper wiring:

1. His profit on sales is protected where adequate circuit capacity insures satisfactory performance of the products he sells—hence fewer service calls.

2. The market and profit opportunity for electrical devices is far greater where electrical adequacy exists.

3. The satisfied user is the best possible salesman—adequate wiring and top flight performance of appliances stimulate this user to "tell the world."

4. To support the Adequate Wiring Program is building a strong foundation under greater appliance sales.

5. The contractor who conscientiously encourages the consumer to do an adequate wiring job and the appliance dealer who is encouraging the purchase of current-consuming devices need to actively support each other. They are both selling at the consumer level and active cooperation is an obvious must.

Retailer Needed for Progress

In short, the retailer needs the Adequate Wiring Program for profit and the Adequate Wiring Program needs the retailer for progress. Rather than a road block at the terminal of the distribution chain, the retailer can be and in myriads of instances is, a terminal block in the real sense, of a gateway to greater use and satisfaction for the consumer. But he won't work at it if he isn't sold!

If we do a constructive and intelligent job of selling the benefits of the increased use of electricity we will merit the recognition by people everywhere of the fulfillment of our responsibility, and will gain the reward of greater profit and opportunity for service to the homes of America!

**Excerpts from an address delivered before the Sixth Annual National Adequate Wiring Conference, held in St. Louis, Mo., Feb. 16-17, 1950.*

RURAL AREAS Must Be Cultivated To Sell Adequate Wiring

MODERNIZE ELECTRICALLY means Rewire and Relight *Adequately*

By J. M. Mooney,

Wiring Consultant
Louisiana Power & Light Co.
New Orleans, La.*

AS THE beginning of 1950 launched the second half of the century, a popular pastime was reviewing the first fifty years of the Twentieth Century. We at Louisiana Power & Light Company didn't go back quite that far. Instead, we took a backward glance at the past decade.

We found that the ten years ending with 1949 covered a period of substantial growth for our company as a supplier of electric and gas service. During that time, including the trying war years, Louisiana Power & Light Company more than tripled its electric customers.

The number of homes with inadequate wiring, including the range from the small box-type structures to the large ante-bellum plantations, kept pace with customer growth. The postwar building boom, as well as the pent-up desires for more and better electric appliances induced by wartime shortages, intensified the growing problem of inadequate wiring. Our problem was heightened inasmuch as we serve a predominantly rural territory. There are no large cities in our area.

In our preliminary steps we carefully surveyed the programs in operation by other companies. We considered the material available from the NAWB, manufacturers and others in the electrical industry and, since it was planned that the program would be carried out entirely by the present sales force, we contacted our sales and supervisory people, who would ultimately be responsible for the implementation of the program, for their ideas on how we might best cope with our problem.

This last step had the dual result of uncovering some helpful suggestions, and, more important, of interesting our sales people to the point of complete acceptance and enthusiasm.

Our campaign was to be directed towards two goals—to educate our customers to a more complete understanding of its many benefits, and, to motivate them into action with regard to installing adequate wiring. In carrying out this campaign we are offering our assistance to the house-wiring contractor by helping to break down the sales resistance he meets. A house-wiring contractor working alone has a hard job selling adequate wiring to the people in our area. Backed up by our program and tying-in with it offers him the help he needs.

The intelligent approach to the electrical needs of the home is first to determine the electrical equipment (appliances and lighting) that will be required immediately and may be secured in the near future. Inasmuch as most owners or prospective

Rewiring And Relighting Needed Here

ELECTRICAL WHOLESALING

THE NATIONAL MAGAZINE OF ELECTRICAL WHOLESALE DISTRIBUTION

salutes-

THE NATIONAL ASSOCIATION OF ELECTRICAL DISTRIBUTORS at its 42nd Convention . . . and the $4 Billion Electrical Wholesaling Industry

Featuring in the June Convention Issue . . .

DEVELOPMENT OF THE INDUSTRY, 1900-1950.

From a small industry to one with an annual sales volume of more than 4 billion dollars, changes have naturally taken place in the set-up and services of the electrical wholesaler. Many of these will be reviewed and high-lighted with charts and tables.

WHERE THE INDUSTRY STANDS IN 1950

A careful appraisal of the electrical wholesaling industry as it is known today and just how it is set up to perform its many services economically and efficiently.

INTRA-INDUSTRY ACTIVITIES, 1950.

Many intra-industry activities are now operating to stimulate the sale of electrical products—the Adequate Wiring Bureau, the Better Light-Better Sight campaign, Planned Lighting, the RLM, the Fleur-o-lier and other certification groups, as well as the work of the Electrical Leagues. These will be presented in terms of how they help the electrical wholesale distributor.

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WHAT'S AHEAD FOR THE INDUSTRY.

Forecasts of what lies ahead for the electrical wholesaling industry are influenced by many factors; these will be discussed and charted as a guide to operations of the electrical wholesale distributor in the coming years.

Watch for this informative JUNE ISSUE

builders understand little about wiring, we believe that the use of check lists provides an excellent sales tool for laying a sound foundation for the installation of adequate wiring.

We've devised check lists which tabulate the appliances and lighting used room by room in the home for which electric service will be required. At the side of each entry is a box for a check mark to indicate whether the item is now in use or expected to be placed in operation in the near future. In addition, blank lines are provided for writing in those items which are peculiar only to the structure in question.

The sales person contacts the customer and together they go through the applicable check lists, placing check marks beside the items now in use or expected to be used in the future. This initial step provides a safeguard against the possibility of forgetting items for which a costly installation might later be required. Also, the sales person is afforded an excellent opportunity to sell the greater use of efficient and economical electric equipment.

After the sales person has secured sufficient information so that he can visualize the potential uses of electric service, he then leaves the customer and proceeds to prepare plans for an adequate wiring installation which will meet the standards of safety and provide the ability to serve.

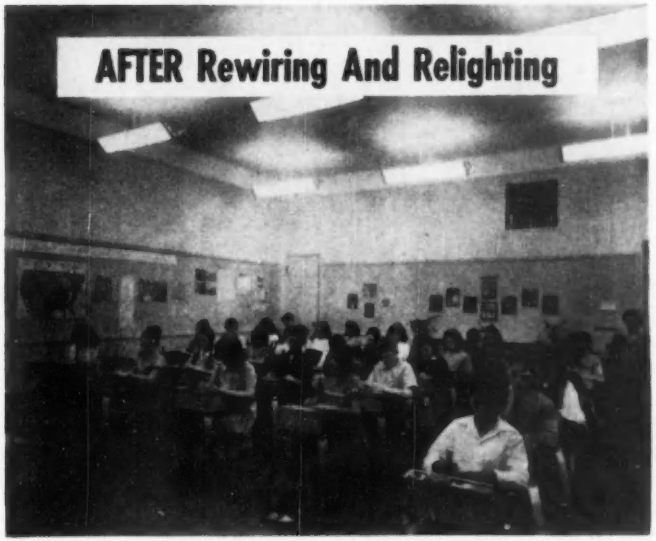
From the check lists the sales person is able to prepare summary sheets which indicate, room by room, the outlets and switches together with the necessary circuits and service entrance equipment. Following this, he draws a single-line sketch which embodies all of the aforementioned information in symbols.

After carefully rechecking his recommendations, he is ready to assemble the check lists, summary sheets and sketch into a booklet. The front cover provides for the insertion of the customer's name. The thought behind the booklet is that it should be personalized as much as possible.

He then makes an appointment with the customer to present the wiring recommendations. Upon contacting the customer, it is stressed to him that the booklet has been specifically prepared to fulfill his requirements. The details of the plan are presented in much the same manner as though the customer and the sales person were actually walking through each room of the home. The explanation is enhanced through the use of down-to-earth similes such as the water system, sagging clothesline, etc.

The booklet is then given to the customer as the company's recommendations for an adequate wiring installation. The sales person offers to assist the customer further in working with the electrician to follow the plan.

In the field of adequate wiring there are woven together the requirements of design, engineering, sale, product, installation and customer satisfaction.



**Excerpts from an address delivered before the Sixth Annual National Adequate Wiring Conference, held in St. Louis, Mo., Feb. 16-17, 1950.*

How Philadelphia's Builds Sales Through

CASH AWARDS FOR

DISTRIBUTOR SALESMEN, TOO!

Yes, you men, as Distributor Salesmen, are the heart of this great Spring Wiring Activity! Upon you rests much of the weight of enlisting the active participation of the hundreds of contractors. And, just to make it well worth your while—there's EXTRA CASH in it for you!

First...$5.00 for every contractor you sign up!

Then...Final prizes for the men who sign up the greatest number of contractors!

1st Prize	$50.00
2nd Prize	25.00
3rd Prize	15.00
4th Prize	10.00

Just be sure to add your own name to the Application Form of every contractor you sign up to gain credit for the cash awards!

LET'S GO!

THERE are about 4 million people in the Philadelphia area. We don't know which newspaper everyone reads in that city. We don't even know which daily paper Philadelphia prefers. But we do know that 90 percent of the residential market there is in need of modern wiring.

We know it, but more important, the electrical wholesale salesmen, contractors, manufacturers, utilities and retailers know it. They know also that that 90 percent obsolescence is the reason why their local electrical association has launched its second campaign to bring modern wiring to as many residences in the area as possible.

From now until the end of June, all branches of the electrical industry in the Philadelphia area working together are going to tackle an estimated 25 million dollar market for wiring jobs.

The Electrical Association of Philadelphia has made it a habit to conduct successful sales promotion campaigns for its members. Its members have found a formula that works and, backed up by enthusiastic support from all, they have hung up record after record.

For a number of years the association's lighting campaigns have chalked up sales records with as many as 36,000 lighting fixtures sold in a single campaign.

Here's how they do it.

In conducting its modern wiring program the association points out to its contractor members that they are in the best position in the campaign because they are closest to the sales. The normal day-to-day business of the contractors takes them inside homes to install or repair appliances or do small wiring jobs.

Once inside the home the contractor has a golden opportunity to sell larger service equipment, more branch circuits and extra outlets for greater convenience.

The contractors are urged to sell the advantages of modern wiring; what it means to have conveniently located outlets and switches; what it means to have sufficient circuit capacity. Home owners are learning that they can't enjoy all the comforts of modern electrical living unless the wiring in their homes is completely safe and of sufficient capacity to operate properly all equipment.

The Philadelphia association's wir-

Electrical Association Local Industry Cooperation

When all members pitch in to launch a well-planned coordinated program like this one organized by the Electrical Association of Philadelphia, record sales are in the making for all branches of the electrical industry

ing campaign even provides answers to some of the common questions asked by home owners who are approached on rewiring.

Electrical contractors are provided with such information as follows.

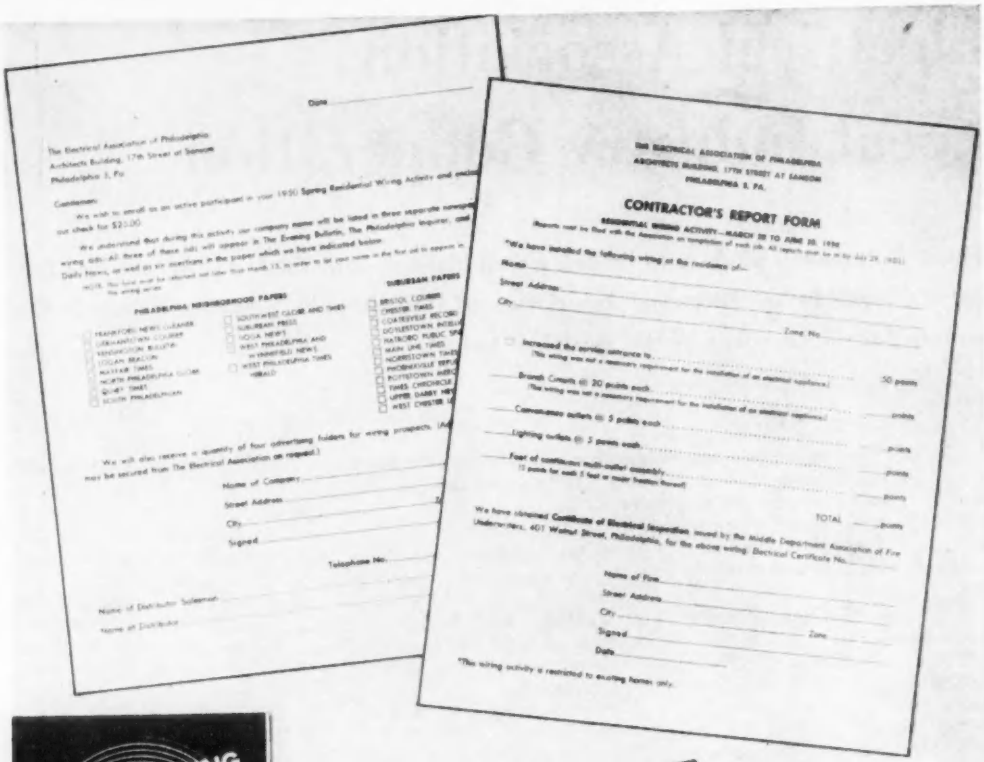
Q. Why should we need improved home wiring?

A. We can tell better after looking, but nearly all houses built more than 15 years ago can properly use improved wiring. You see, you enjoy so many more electric appliances today than you did then—and many wiring systems are not adequate for this.

Q. What indications would we have if our home wiring was not adequate?

A. Well, some would be:

1. If fuses blow too often—say more than one every three or four months.
2. If your lights dim when refrigerator goes on or off.
3. If you have to unplug one lamp or appliance to use another.
4. If you can't rearrange your furniture and still have outlets convenient to the new locations of lamps, radios, etc.
5. If you have to enter dark rooms to turn on the light—because there is no convenient switch near the door.
6. If your present outlets are filled with multiple plugs, and if extension cords litter the floor behind furniture. Actu-



Date

The Electrical Association of Philadelphia
Architects Building, 17th Street at Sansom
Philadelphia 3, Pa.

Gentlemen:

We wish to enroll as an active participant in your 1950 Spring Residential Wiring Activity and enclo
our check for $20.00.

We understand that during this activity our company name will be listed in three separate newsp
wiring ads. All three of these ads will appear in The Evening Bulletin, The Philadelphia Inquirer, and
Daily News, as well as six insertions in the paper which we have indicated below.

NOTE: This form must be returned not later than March 15, in order to let your name in the first ad to appear in
The wiring series.

PHILADELPHIA NEIGHBORHOOD PAPERS

- FRANKFORD NEWS-LEADER
- GERMANTOWN COURIER
- HENDERSON BULLETIN
- LOGAN BEACON
- NATIVE TIMES
- NORTH PHILADELPHIA GLOBE
- QUIET TIMES
- SOUTH PHILADELPHIAN
- SOUTHWEST GLOBE AND TIMES
- SUBURBAN PRESS
- VOICE NEWS
- WEST PHILADELPHIA AND WYNNEFIELD NEWS
- WEST PHILADELPHIA TIMES HERALD

SUBURBAN PAPERS

- BRISTOL COURIER
- CHESTER TIMES
- COATESVILLE RECORD
- DOYLESTOWN INTELLI
- HATBORO PUBLIC SP
- MAIN LINE TIMES
- NORRISTOWN TIMES
- PHOENIXVILLE REPU
- POTTSTOWN MERCU
- TIMES CHRONICLE
- UPPER DARBY NEW
- WEST CHESTER

We will also receive a quantity of four advertising folders for wiring prospects. (Ad
may be secured from The Electrical Association on request.)

Name of Company
Street Address
City
Signed
Telephone No.

Name of Distributor Salesman
Name of Distributor

THE ELECTRICAL ASSOCIATION OF PHILADELPHIA
ARCHITECTS BUILDING, 17TH STREET AT SANSOM
PHILADELPHIA 3, PA.

CONTRACTOR'S REPORT FORM

RESIDENTIAL WIRING ACTIVITY—MARCH 20 TO JUNE 30, 1950

(Reports must be filed with the Association on completion of each job. All reports must be in by July 29, 1950.)

*We have installed the following wiring at the residence of—

Name
Street Address
City
Zone No.

☐ Increased the service entrance to
(This wiring was not a necessary requirement for the installation of an electrical appliance.) 50 points

Branch Circuits @ 20 points each
(This wiring was not a necessary requirement for the installation of an electrical appliance.) points

Convenience outlets @ 5 points each points

Lighting outlets @ 5 points each points

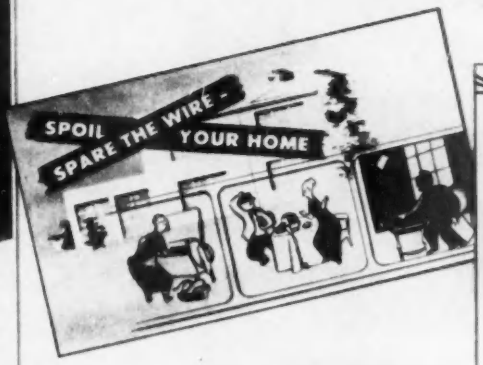
Feet of continuous multi-outlet assembly
(1 points for each 5 feet or major fraction thereof) points

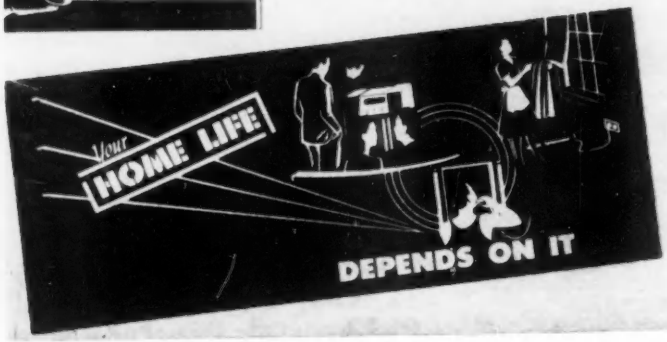
TOTAL points

We have obtained Certificate of Electrical Inspection, issued by the Middle Department Association of Fire Underwriters, 401 Walnut Street, Philadelphia, for the above wiring. Electrical Certificate No.

Name of Firm
Street Address
City
Signed Zone
Date

*This wiring activity is restricted to existing homes only.





ally, no extension cord should have to be over six feet long. This makes for easy mopping and cleaning, and is simple when outlets are conveniently located.

5. If your lamps don't seem to be as bright as they should be, or if your heating appliances, such as your toaster and coffee maker, take too long to do their job.

Q. How will improved home wiring benefit me?

A. Through maximum efficiency from all appliances in good condition—efficiency in economy as well as in operation; and through wonderful new convenience in lights, switches and outlets wherever you want them!

Q. Why do I need special outlets and larger wires for outlets in the kitchen, dining room and laundry?

A. Recently-designed roasters, toasters, irons, coffee makers, etc., have been improved. They are faster and use current for a shorter period of time. They work better and cheaper on proper wiring, but may not work at all—or at least not satisfactorily—on overloaded or undersized wires and outlets.

Q. What do you mean by "overloaded" wires?

A. The outlets in your home are divided among several circuits which come from the meter location. Continued addition of lamps and other appliances on these circuits may cause any one of them to have a greater load than it was meant to carry. This can be easily remedied by extending a new circuit from the meter locations, to accommodate any new outlets you will want.

Q. I don't think we can afford to improve our wiring right now.

A. Convenient financing can be arranged—and home wiring is one thing you will never need less—but rather more and more as time goes on. And it's a good investment for the value of your home.

STANDARDS

of

RESIDENCE WIRING

as Recommended by

THE ELECTRICAL ASSOCIATION OF PHILADELPHIA

ELECTRICAL WIRING *Contractor*

Architects Building, 17th Street at Sansom

Q. How can I be sure that the job will be done at reasonable prices?

A. You will know the price estimate before I start working.

Q. How can I be sure it will be correctly done?

A. Our work will be inspected by a competent inspection agency, and a certificate will be furnished by it.

Then, to soften up the market the campaign provides for local newspaper advertising tied in with the modern wiring program and listing the participating contractors by name. Hundreds of pieces of literature are mailed to prospective customers. Utilities, manufacturers and wholesalers pass out additional printed material emphasizing the advantages of rewiring.

And to top it all off—the association puts up some cash awards. For every job that the contractor increases the present service entrance (conductors) to at least two No. 6 and one No. 8 including service equipment (meter switch) with a rated capacity of 60 amperes and 230 volts, provided that this wiring is not a necessary requirement for the installation of an electrical appliance, the contractor will receive 50 points.

For each branch circuit, provided that this wiring is not a necessary requirement for the installation of an electrical appliance, the contractor will receive 20 points.

Five points will be awarded for each convenience outlet or lighting outlet installed. The contractors will also receive 5 points for each five feet, or major fraction thereof, of continuous multi-outlet assembly.

For every 100 points accumulated, the participating contractor will receive $5.00 and for each home where at least 100 points are earned an additional $3.00 will be awarded.

The top ten contractors at the conclusion of the campaign will receive cash prizes ranging from $25 to $100.

Realizing that the wholesale salesmen are the heart of the campaign since the signing up of hundreds of electrical contractors depends on them, the association has set up cash awards for the salesmen of the distributor members.

The salesmen will be given $5.00 for each contractor they sign up. There will be cash prizes for the four salesmen signing up the greatest number of contractors.

SPECIALISTS not only in the field, but in the office. At catalogs, Don Huber, counter salesman; behind him, Lucian Poage, warehouse foreman. Smiling at adding machine is Hal Woodworth, purchasing agent. Rear, Marie Swan.

Small Wholesaler Gets Big Sales By Carefully Studying His Market

Price fades into secondary consideration when smart management surveys the territory, learns the needs of its potential buyers and then builds up its warehouse stock to maximum ability for quick service.

As told to

Howard J. Emerson

Pacific Coast Editor

THE well won't run dry if you know how deep to dig, is a philosophy of importance to the electrical wholesaling concern which has a limited market area or to the wholesaler's salesman who feels that his volume is limited because his territory borders on the intensive sales area of rival concerns.

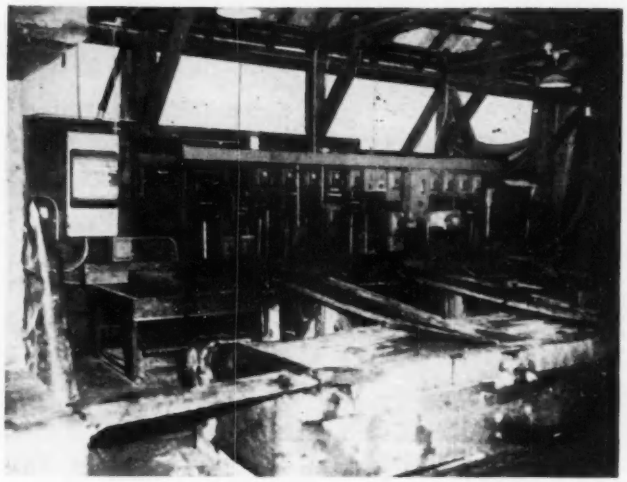
Certainly the practicality of the philosophy has been shown in the success of the Eugene, Ore., branch of the Eoff Electric Co. This electrical supplies wholesaling firm has continued to increase its sales volume by digging deeper and deeper into the potential market in its limited sales area.

Prevented from selling far to the north, into the heavily populated areas, by the existence of its own main office in Salem and another branch serving metropolitan Portland, the Eugene branch had to develop sizeable volume in the area surrounding that city and in the less populated sections to the East, West and South.

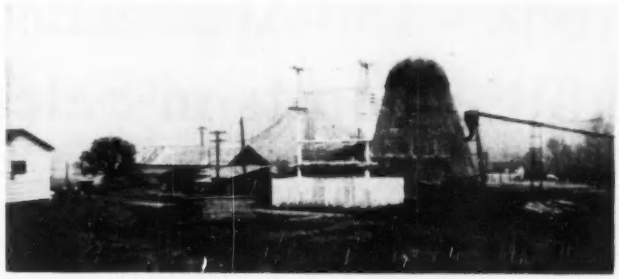
Without special effort, the Eugene branch of Eoff Electric would have continued as a small operation, catering to the small-sized, small-order business of a small city and farming area. But the special effort was made, and this branch office rates high as a specialized wholesaling concern in the Pacific Northwest.

Deep digging showed the Eoff management that there was need locally for an electrical wholesaling service that could supply the highly specialized needs of the area's largest industry—lumbering. Investigation showed that there were 172 lumber mills in Lane County alone, and this is only part of Eoff's territory.

Importance of this market had already shown in the company's business, because there was a constant flow of orders for the normal run of electrical goods both from electrical contractor maintenance concerns and from the lumber companies themselves. But these orders were only part of the electrical goods that these hundreds of lumber mills needed and used and often obtained with



CONTROLS for the type of lumber mill that Eoff Electric sells. Rear wall holds switches for 24 different operations. Main drive uses 200-hp. motor.



SIGNPOST to more business for Eoff Electric are the private sub-stations supplying power for the small lumber mills. Larger mills generate their own power.

difficulty and delay from sources outside the area.

Today, a sizeable part of the lumber mills' orders for electrical supplies go to Eoff Electric in Eugene, because the branch is set up to give the type of service that these mills need.

The background on these lumbering operations is important—cutting and milling from one of the world's greatest stands of Douglas Fir, it is a fast-moving, highly-mechanized, and right now a highly profitable business.

Most of the mills generate their own electricity, burning sawdust for steam powered generators. Some of the larger mills use electric motors of large capacity. They are the large users of electrical equipment, in an area where there is little other industry making the same demands for heavy duty and specialized electrical equipment on the wholesalers.

Eoff Electric in Eugene has set up its staff, its warehousing and its method of operating with this lumber mill market in mind. For instance, manager and somewhat of a star salesman to these lumber mills is Paul Rodenberger, who has been eight years in the business, who started with Eoff as a shipping clerk, learning the types of special products handled before he went out into the field.

Eoff Electric has enlarged its inventory of electrical supplies to include a variety of equipment seldom seen in the stock of a branch wholesaling concern in a small city.

Heavy cable in various insulations, electric motors up to 40 horsepower, all types of motor controls and reversing equipment—these are ready for instant shipment to the mills. Because the lumber goes through the mills in a constant flow, Eoff Electric provides facilities for 24-hour service to enable the mills to get emergency supplies.

Two Types of Accounts

The market for electrical goods in the lumber mill area is divided into two types of accounts for Eoff, and the company is set up to give the type of service each wants.

The large mills all maintain their own electrical maintenance departments, staffed by specialists in both maintenance and purchasing. Most of these mills know what is needed, and they order by catalog number. But there still are a number of special problems on which they rely on Eoff Electric for help. This is obtained and given either from the experience and training of the wholesaler's personnel or by obtaining the information from the electrical manufacturers.

The other large segment of the lumber mill market is the group of small mills which have no maintenance department.

Eoff Electric keeps a strict code—refusing to sell to these small mills or any other industrial unless the customer has at least one full time electrical maintenance man.

These small mills rely on the local electrical contractors to handle maintenance, and it is to the contractors that Eoff Electric's staff provides considerable help besides having in stock most of the electrical goods they need.

There the valuable practical knowledge that salesman Rodenberg develops from day to day contact with every type of lumber mill electrical problems, plus the experience of the rest of the Eoff staff in handling all the special types of equipment, provides a valuable advisory service to the electrical maintenance contractor.

The wholesale firm that organized and developed this branch at Eugene has its main house at Salem, Oregon, with Asel C. Eoff, its president at the helm, Eilis Von Eschen the vice president and Ray W. Gallagher the secretary of the corporation.

TO BACK UP THE EFFORTS of the sales organization, the counter arrangement of Raub Supply's main house at Lancaster, Pa., was improved to give more rapid and efficient service to customers.

New Showrooms for Apparatus, Bring 25 to 50% Boosts in Sales

SMALL DISPLAYS such as wire-mold, lugs, terminals, electricians' tools, chimes, power panels were placed against the wall for ready inspection.

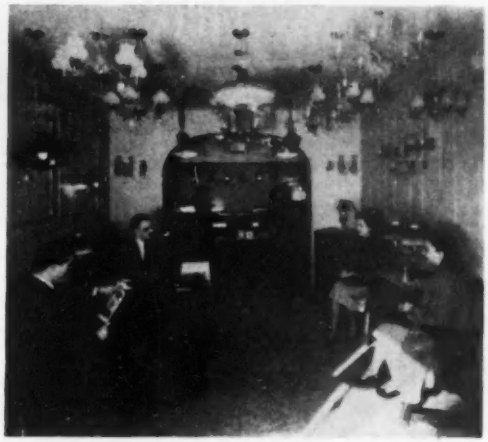
By J. J. Hannifin*

THE Raub Supply Company, Lancaster, Pa., recognized as one of the leading electrical wholesale distributors in the country, recently celebrated its 50th anniversary.

It has grown through the years from a sheet metal contracting company to a wholesale organization handling plumbing, heating, metal and electrical supplies, with an aggregate sales force of approximately fifty salesmen. The main office is located at Lancaster, Pa., and three branch offices are located at Harrisburg, Pa., Williamsport, Pa., and Winchester, Va.

Its electrical business is divided into two departments, namely, the appliance department and the construction and apparatus department, each with its own management and sales force. The construction and apparatus department alone employs twelve salesmen and covers the central and southeastern sections of Pennsylvania, plus parts of Mary-

APPARATUS AND CONTROL EQUIPMENT was visually displayed to eliminate selling by use of picture catalogs.



RESIDENTIAL FIXTURES, divided by archways, were so attractive that even off-the-street visitors stopped in.

Supplies, Residential Fixtures To 50 Year Old Raub Supply Co.

land, Virginia, and West Virginia.

The Raub Supply Company is a General Electric apparatus agent and distributor and handles a very broad G. E. line. The company also distributes for other leading manufacturers of lighting fixtures and equipment, fittings, apparatus, and miscellaneous electrical items.

This company's successful operation may be attributed to an efficient, well-manned, and capable sales and office force, attractively designed salesrooms and displays, and the high quality of the products handled.

The Raub Supply Company's electrical salesmen, together with lighting and supply specialists, are capable of making recommendations on all types of lighting and power installations and work directly with electrical contractors and industrial plant personnel in designing the most efficient and economical systems for the required jobs.

Raub's display of apparatus is unique in that it is probably the most extensive ever undertaken by a G. E. agent and distributor. It features motors, control, circuit breakers, cable, floodlights, capacitors, and other industrial equipment, and was fabricated in the G. E.'s exhibit shop at Schenectady, N. Y. The display incorporates modern techniques such as motorized turntables, colored transparencies, and recessed incandescent and fluorescent lighting.

Opposite the apparatus display is a Trumbull Electric Manufacturing Company exhibit including Flex-a-Power, a motor control center, and three different types of power panels. Also included are samples of wire-mold, lugs and terminals and electricians' tools. These displays, although small, create considerable attention and help to build sales.

A comfortably furnished lighting fixture showroom equipped with practically every type of residential lighting fixture assists electrical contractors, architects, and their clients to select fixtures. The room is divided by archways into three sections, all of which are carpeted with neutral gray rugs to harmonize with the blue-gray panel walls. In the first section are fixtures for the living room, hallway, and den; in the middle section are fixtures for the dining room and bedroom; and in the third section are fixtures for the kitchen, porch, and bathroom.

This fixture showroom, which is visible from the street, attracts many visitors, who are welcomed and given free rein to inspect the displays but who are advised that they must purchase their needs through an electrical contractor, since the Raub business is wholesale only.

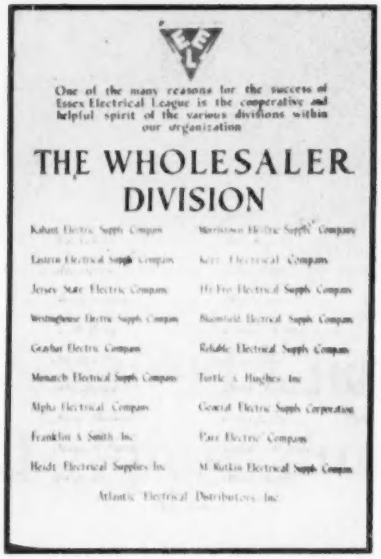
For industrial and office lighting needs, prospective customers are escorted through the Raub Supply Company's other showrooms and offices, each of which is lighted differently to give an idea of the various types of lighting available and the results obtained under actual working conditions.

These rooms are not kept simply for the sake of beauty. They must and do pay off in increased sales. Raub Supply estimates that power apparatus sales have increased some 25 percent and that lighting sales of the residential type have increased over 50 percent since the installation of these displays.

General Electric Company, Philadelphia, Pennsylvania.

Electrical Wholesaling's CAMERA CLICKS

At Newark, N. J.



One of the many reasons for the success of Essex Electrical League is the cooperative and helpful spirit of the various divisions within our organization

THE WHOLESALER DIVISION

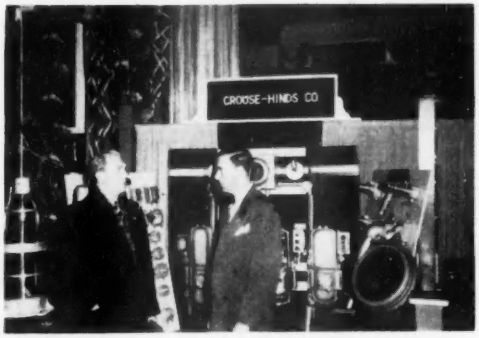
Kahnt Electric Supply Company	Morristown Electric Supply Company
Eastern Electrical Supply Company	Kerr Electrical Company
Jersey State Electric Company	Hi-Fro Electrical Supply Company
Westinghouse Electric Supply Company	Bloomfield Electrical Supply Company
Gearhart Electric Company	Reliable Electrical Supply Company
Monarch Electrical Supply Company	Tuttle & Hughes Inc
Alpha Electrical Company	General Electric Supply Corporation
Franklin & Smith Inc	Parr Electric Company
Heidt Electrical Supplies Inc	M Rutkin Electrical Supply Company

Atlantic Electrical Distributors Inc

WHOLESALERS' prominence in league activities was testified to by a large placard at the show.

The Sixth Annual Industrial Electrical Exposition, sponsored by the Essex Electrical League, took place March 7-10 at the Mosque Theater in Newark, N. J. Some 5,000 persons came to see the latest products of the 55 manufacturers who exhibited.

NORMAN KRUG (left) of Reliable Electrical Supply Co., Newark, N. J., and F. M. Sibley of Bussmann Manufacturing Co.



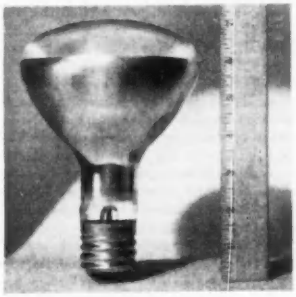
ED HEIDT (left) of Heidt Electrical Supplies, Inc., Linden, N. J., and Bill Oberle of the Crouse-Hinds Co.

JOHN ACKERMAN (right) of A-B Electrical Supply Co., Morristown, N. J., and Harold Park of the Appleton Electric Co.

JACK RALE (left) of Rale Electrical Supply Co., Inc., Asbury Park, N. J., and George Davis of Davis Electric Co.

JACK CHESLEY (left) of General Electric Supply Corp., Newark, N. J., and S. F. Hauser of Day-Brite Lighting, Inc.

NEW PRODUCTS you can SELL



SPOTLIGHT

This 300-watt R-40 reflector spot lamp has a heat-resistant glass bulb and a mogul screw base. Its face is five inches in diameter. Spot distribution of light has been made possible for the first time in a hard-glass reflector lamp by the development of a practical method for lightly frosting the inside of the face of the bulb, according to the manufacturer.

● POTENTIAL MARKETS: Electrical contractors. Commercial, industrial and institutional buyers. Recommended by the manufacturer for outdoor use at service stations, garages, parking lots, arenas, industrial plants and yards, roadside stands, street railway yards, bus garages, airport hangars and aprons, and docks. General Electric Co., Nela Park, Cleveland 12, Ohio.

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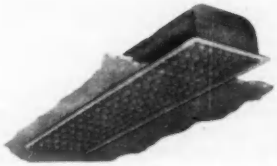

FLUORESCENT FIXTURE

This slimline fluorescent fixture has removable ends, permitting continuous mounting of units. Available with two, three or four lamps, the fixture is equipped with hinged wiring channel and snap-on hinges. Unit is finished in white enamel.

● POTENTIAL MARKETS: Electrical contractors. Commercial and institutional buyers. Neo-Ray Products, Inc., 314 East 22nd St., New York 10, N. Y.

ISLAND LIGHT

A mushroom-type island light for area lighting is particularly adaptable for low mounting heights, according to the manufacturer. Unit has a multiple socket arrangement to accommodate three 200-watt lamps, base up. Cast dome can be detached for making connections, and has three 1/2-in. tapped openings for mounting flood or spot lampholders. Size is 20-in., finished in either porcelain or enamel and provided with 3/4-in. riser and slip fitter for 2-in. pipe.

● POTENTIAL MARKETS: Electrical contractors. Commercial buyers. Steber Manufacturing Co., Broadview, Ill.

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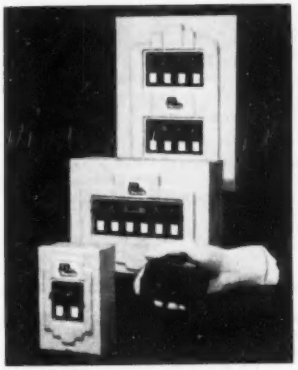
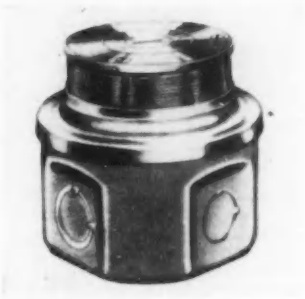


LOAD CENTERS

Line of load centers uses smaller circuit breakers, operating on the fully magnetic principle, which are interchangeable with other types of single pole individually housed breakers. Load centers are available in models for 2, 4, 6 or 8 circuits. Breakers are available in ratings of 10, 15, 20, 25, 30, 35 and 50 amperes. Depth of load centers is three inches to permit flush installation in thin walls. A 3/8-in. plaster line adjustment is provided. Covers for load centers are made in both surface and flush mounting types, and are finished in gray baked-on enamel. Load centers and circuit breakers are listed by Underwriters Laboratories, Inc.

● POTENTIAL MARKETS: Electrical contractors. Residential, institutional, commercial and rural buyers. Murray Manufacturing Corp., 1250 Atlantic Ave., Brooklyn 16, N. Y.



FLOOR BOX

Featuring an adjustable, leveling top, this floor box is designed for installation in either a one-stage or two-stage floor construction. By permitting a variable adjustment of the finishing cover of from 1/8 to 1/4-in., the box can be adapted to meet the varying thicknesses of linoleum covered floors; or finished floors of cement, terrazo, or tile; or wood floors on sleepers. Box diameter is 4-in. by 2 3/8-in. with four flattened sides for knockouts, plus a 1/2-in. knockout in the bottom.

● POTENTIAL MARKETS: Electrical contractors. Commercial and institutional buyers. Recommended by the manufacturer for use as a floor outlet for lighting, telephones, signal systems, and small electrical appliances. Frank Adam Electric Co., 3650 Windsor Place, St. Louis 13, Mo.

◆

FLUORESCENT FIXTURE

This fluorescent fixture has ribbed, plastic sides with a deep baffle-type louver held in place by three acorn nuts and which also serves as the cover plate for the wiring channel. Fixture can be pendant-mounted or mounted in continuous flush end-to-end series. Built for use with the 425 ma. ballast, the unit is available in both 8 and 4-ft. for the single-pin slimline T-12 lamps.

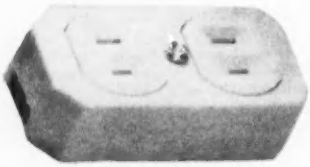
● POTENTIAL MARKETS: Electrical contractors. Commercial and institutional buyers. Cornwall Fixture Corp., Cornwall, N. Y.

INCANDESCENT LAMPS are designed for ceiling fixtures in which bare bulbs in base-up position are now used. Bulb shape causes two-thirds of the light to be directed upward, and the enamel-finished underportion "mellows" the one-third of the light that is directed downward. Available in the 50-watt size, the lamps are designed for use in homes, apartments, hotel guest room, clubs, etc. General Electric Co., Nela Park, Cleveland 12, Ohio.

ILLUMINATED HOUSE NUMBERS

This house number fixture uses a fluorescent 6-watt black-light lamp to illuminate plastic numerals which change from yellow to orange when the light is applied, making them visible at night for a distance of 1000 feet, according to the manufacturer. Up to five numerals can be attached to the fixture by means of cadmium-plated screws which appear blue when the light is applied. Approved by Underwriters' Laboratories, unit is weatherproof, constructed of 20-gauge steel with a brown hammerloid baked enamel finish, and operates on 110 volts, 60 cycles. It has knock-out holes in the back and sides for permanent or portable installation; and comes complete with lamp, starter, transformer, and special filter glass.

● POTENTIAL MARKETS: Electrical contractors and dealers. Residential and commercial buyers. Circlite Corp., 118 South Clinton St., Chicago 6, Ill.



OUTLET

This duplex surface outlet has large-headed terminal screws. Its two double-spring phosphor-bronze clips act to assure positive contact. There is an extra knock-out that can be removed for wiring in series. Enclosed in molded plastic, the outlet is available in brown or ivory.

● POTENTIAL MARKETS: Electrical contractors and dealers. Residential, commercial, institutional and rural buyers. Recommended by the manufacturer for home or office use as a table tap or as an additional outlet. John I. Paulding, Inc., New Bedford, Mass.

◆

FLUORESCENT FIXTURES

An open-type slimline fluorescent fixture is made in 4, 6 and 8-ft. lengths; each length available in 2, 3, or 4-lamp styles. Units use T-12 single-pin lamps which light without starters; and may be mounted flush, pendant individually or in continuous rows, wired with 430 milliamp ballasts.

● POTENTIAL MARKETS: Electrical contractors. Commercial, industrial and institutional buyers. Mitchell Manufacturing Co., 2625 Clybourn Ave., Chicago, Ill.

◆

PIPE ARM END FITTING

A flexible end fitting for pipe arms consists of a ball and socket joint with pipe fitting, luminaire fitting and spearhead lock bolt. A lug in the housing limits the rotation of the ball to 17 degrees from the vertical in any direction in order to prevent injury to the cable. The fitting is provided with a gasket which seals out moisture.

● POTENTIAL MARKETS: Municipalities. Utility buyers. Recommended by the manufacturer for use in providing better direction of illumination where rigid fittings fail to throw light where it is needed. Applications are on poles that are set too far from the curb or which stand at an angle away from or toward the center of a roadway, and in situations such as bends in the road or where obstructions to the path of light are caused by buildings and trees. Hubbard and Company, 6301 Butler St., Pittsburgh, Pa.

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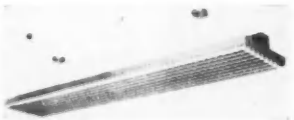
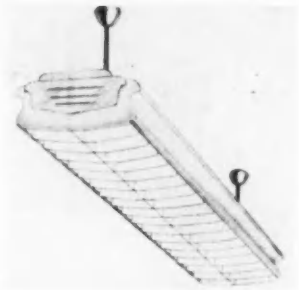


FLUORESCENT FIXTURE

This fluorescent fixture provides direct-indirect distribution of light, which is shielded 35 degrees crosswise and lengthwise. It is available in 96-in. size, using four 96-in. slimline fluorescent lamps, or eight 48-in. general line lamps; and in 48-in. size, using four 48-in. general line of slimline lamps. Unit is designed for individual suspension mounting with twin-stem or single-stem hangers. Connectors join luminaires end-to-end to form continuous rows. Features of fixture include: Aluminum-finished steel wiring channel carries ballasts and sockets in fixed position, completely independent of the shielding assembly; lamps and starters insert from the top; luminaire louver assembly and channel cover are of aluminum with a permanent etched finish.

● POTENTIAL MARKETS: Electrical contractors. Commercial buyers. Recommended by the manufacturer for the lighting of stores and general commercial interiors. The Miller Co., Meriden, Conn.

When Writing Mention **ELECTRICAL WHOLESALING**



SCHOOL LIGHTING FIXTURES

Including a 50 per cent up, 50 per cent down light distribution pattern among its features, this school fluorescent lighting fixture is available in 4-ft. units for two 40-watt lamps, 4-ft. and 8-ft. units for T-12 430 ma. slimline lamps, and 8-ft. units for T-8 slimline lamps. Fixtures may be hung independently or coupled in continuous runs. For attachment direct to ceiling, units are available with the reflecting wireway modified to change the light distribution pattern to approximately 15 per cent up, 85 per cent down. For lighting of corridors or other areas where exposed tube fixtures are wanted, a matching line of non-shielded fixtures is available. Units are finished in a baked-on white enamel; also available in an aluminum finish.

● POTENTIAL MARKETS: Electrical contractors. Institutional buyers. Garden City Plating & Mfg. Co., 1750 N. Ashland Ave., Chicago 22, Ill.

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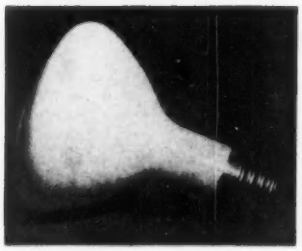

INCANDESCENT LAMP

This 100-200-300 watt, three-light lamp is constructed with a mogul base and features a special finish designed to provide glare-free illumination. Shape of bulb eliminates the use of a heavy glass bowl reflector in table and floor lamps, according to the manufacturer.

● POTENTIAL MARKETS: Electrical dealers. Residential, institutional and commercial buyers. Solar Electric Corp., Warren, Pa.

SWITCHES

Safety features of a Type "A" front-operated switch include: Current break is effected by means of the operating cross bar located beneath the visible blades, a construction which forces the contacting blades open; front-operated handle normally must be turned to "Cover Open" before the cover can be opened; handle can be locked with three padlocks in either "Open" or "Closed" position; each blade on a 250-volt model has an arc muffler, and models over 250 volts have snuffers with two arc-resistant rollers. Other features include: Two pressure joints to each pole, one-piece fuse terminal and lug construction, and unit pole block construction. Switches are available in 30, 60 and 100-amp. capacities for 230-volt a.c.; 250-volt d.c. and 575-volt a.c.; 600-volt d.c. —with horsepower ratings the maximum allowed by Underwriters' Laboratories, Inc.

● POTENTIAL MARKETS: Electrical contractors. Industrial buyers. Federal Electric Products Co., 50 Paris St., Newark 5, N. J.

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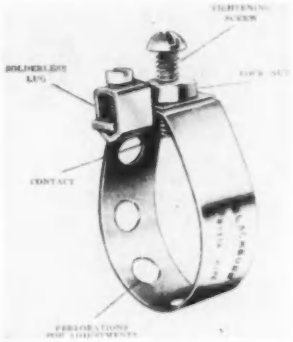

GROUND CLAMP

This adjustable ground clamp, in solder or solderless terminal types, is available in two sizes; one to fit ⅜-in. to 1¼-in. pipe, and the other to fit ⅜-in. to 3-in. pipe. The clamp consists of a flexible, perforated copper band which encircles the pipe. A boss raised on the flat end of a removable copper alloy terminal lug fits into band holes and is machined to give a smooth contact surface. The tightening screw with a lock nut is threaded through the boss.

● POTENTIAL MARKETS: Electrical contractors. Commercial, industrial, institutional, residential and rural buyers. Recommended by the manufacturer for low or high amperage grounding of electrical equipment, conduits, armored cable, metal surface wiring raceways, alarm systems, communications equipment, signaling devices, utilization equipment, appliances, electric fences, radios, telephones, enclosures and similar circuits. Blackburn Specialty Co., 6541 Euclid Ave., Cleveland 3, Ohio.

FLOOR FAN

This 10-in. hassock-type floor fan can circulate 1,700 cu. ft. of air a minute, according to the manufacturer. Four curved rings, which make up the lower part of the fan, change the direction of the air entering the fan from the sides so that it joins the upward flow of air with the least amount of turbulence. Three plastic blades move the air up through the fan to a deflecting cone which sends it out through a three-in. grilled area around the top of the unit. Finished in maroon and chrome, the unit stands 13-in. high and weighs 15 lbs.

● POTENTIAL MARKETS: Electrical dealers. Hardware and department stores. Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh 30, Pa.

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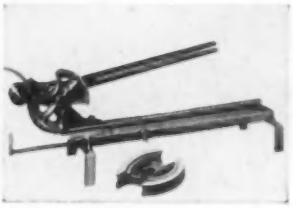


CONDUIT BENDER

This conduit bender is designed to make uniform bends in any desired degree, including offsets in ½-in. and ¾-in. rigid, EMT thin wall or aluminum conduit. It has a measuring gauge and bend degree indicator to control precision bends made by inexperienced workmen on the job. Constructed of light-weight metal, unit weighs 30 lbs.

● POTENTIAL MARKETS: Electrical contractors. Commercial and industrial buyers. Recommended by the manufacturer for use in open or slab work, or any other job where small or large number of bends are required. Tal Bender, Inc., 417 N. Water St., Milwaukee 2, Wis.

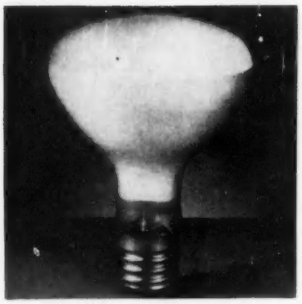
When Writing Mention **ELECTRICAL WHOLESALING**

COMBINATION electric refrigerator-stove and a folding dinette are designed to help solve the housing shortage. Refrigerator-stove is 43 in. high by 19½ in. wide by 18½ in. deep. Its top lid swings up and exposes two electric hotplates. Lower section is a refrigerator with ice cubes, tray and space for keeping food. Refrigerator door has lock and key feature. Folding dinette has heat-resistant top and built-in, two-way electrical outlet. Ideal Steel Products, Inc., 666 Lake Shore Drive, Chicago 11, Ill.

ELECTRIC IRON

This electric iron, which weighs 3¼ lbs., features a teardrop-shaped sole plate with a surface area of 37½ sq. in. Iron has a wide, sloping bevel, 1100-watt tubular heating unit permanently cast in sole plate, and a dial designed to permit positive thermostatic control of ironing temperatures. Iron's balanced handle, with double thumb rest for right or left hand ironing, is constructed of red and black plastic. Upper part of handle has ventilating ports. Operating on 110-120 volts, 1100 watts, a.c. only, the iron is equipped with a rubber-covered, permanently-attached, 8-ft. cord.

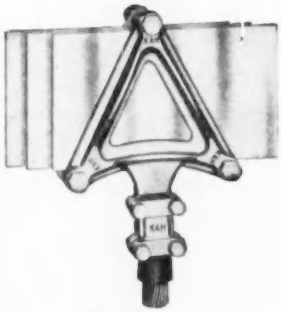
● POTENTIAL MARKETS: Electrical dealers. Hardware and department stores. Landers, Frary & Clark, New Britain, Conn.



REFLECTOR LAMP

Enclosed in a heat-resistant glass bulb designed to absorb the thermal shocks caused by the elements, this R-40 300-watt weatherproof reflector lamp has a mogul screw base and operates on 115, 120 and 125 volts.

● POTENTIAL MARKETS: Electrical contractors and dealers. Commercial, industrial, residential, institutional and rural buyers. Recommended by the manufacturer for outdoor lighting applications such as signs and billboards, general floodlighting of service stations and factory yards, roadside stands, home sports areas and gardens. Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.



BUS BAR CLAMPS

This three-bolt bus bar clamp with lug for cable connections will accommodate one or two ¼-in. bus bars. Its rib construction reinforces the clamp where the strain is greatest, according to the manufacturer. Units are available with steel or silicon bronze bolts, and with overall dimensions ranging from 5⅛ in. by 3⅜ in. to 10-13/16 in. by 7-9/16 in. Line of four-bolt bus bar clamps with lug for cable connections is also available.

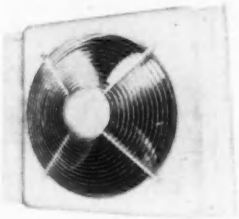
● POTENTIAL MARKETS: Electrical contractors. Utilities and industrial buyers. Krueger & Hudepohl, 3 East Third St., Cincinnati 2, Ohio.

POCKET FLASHLIGHT

Featuring a head that glows in the dark, this pocket flashlight measures 3 in. long and lights with a flip of the finger. It is equipped with two batteries and a lens-magnifying bulb. Models are available in four metallic finishes and four translucent colors; also available in chrome or golden finish, or with cowboy motif for children. Some models come with key chain or chain with toggle-type key ring.

● POTENTIAL MARKETS: Electrical dealers and other retail stores. Bantam-Lite, Inc., 126 Eleventh Ave., New York 11, N. Y.

When Writing Mention **ELECTRICAL WHOLESALING**



WINDOW FAN

Featuring a two-speed, reversible operation, this 18-in. window fan is adjustable to fit any window up to 35 in. wide, according to the manufacturer. For daytime cooling, the fan forces outside air into the room; at night, by reversing the rotation, inside air is exhausted from the room. Finished in ivory enamel, the unit is equipped with a chrome-plated, ribbon-type, spiral steel grill.

● POTENTIAL MARKETS: Electrical dealers. Residential buyers. Robbins & Myers, Inc., Springfield, Ohio.

◆

TIMING RELAY

Available for alternating or direct current, a pneumatic timing relay utilizes a synthetic rubber bellows for controlling the tripping time. The range is adjustable from 10 cycles to 3 minutes. Relay resets instantaneously. Performance is unaffected by temperature, humidity, or vibration, according to the manufacturer.

● POTENTIAL MARKETS: Electrical contractors. Industrial and commercial buyers. Allen-Bradley Co., Milwaukee, Wis.

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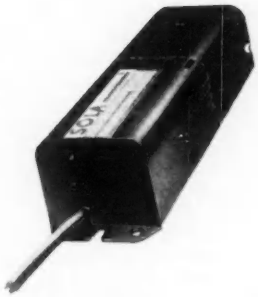


FLUORESCENT BALLAST

This fluorescent ballast, which eliminates the need for starter switches, is designed for use with the following lamps: Two 48-T-12 single pin lamps; two 48-T-12 I-S bi-pin lamps; two 60-T-17 (low brightness) lamps. The lamps are wired in series and started in sequence.

● POTENTIAL MARKETS: Electrical contractors. Commercial, industrial and institutional buyers. Sola Electric Co., 4633 West 16th St., Chicago 50, Ill.

When writing mention ELECTRICAL WHOLESALING

Handy Helper that furnishes *Power* FOR HAND PIPE TOOLS

Model "400" can be furnished with legs, handy tool tray, feet and all fittings at slight additional cost.

It pays you to sell RIDGID Model "400"

● One man can move Model "400" around on the job. Weighs a little over 100 lbs., plenty of power for hand tool threading, cutting, reaming. Universal motor—forward, reverse, light socket power. RIDGID 3-jaw chuck with wrench ejector; self-centering workholder turns with pipe. Sealed-in lubrication. Thousands of "400" Power Drives are now in service. Don't miss profitable orders—stock them now!

RIDGID
WORK-SAVER PIPE TOOLS

THE RIDGE TOOL CO. • ELYRIA, OHIO

News Notes from N.A.E.D.

By Alfred Byers

Assistant Managing Director and Secretary
National Association of Electrical Distributors

LIVE AND LET LIVE

Many electrical distributors, in many cities have been visited in the past three months by N.A.E.D.'s energetic managing director Charles Pyle, and, your reporter. They have been large and small, member and non-member. Many impressions have been gained by both of us. Maybe it would be interesting—and certainly it would be different—to devote this month's page to a recounting of those impressions rather than to report immediate past events and those about to take place.

We have covered pretty much of the eastern half of the U. S. since New Year's. Our impressions may, therefore, reasonably reflect conditions throughout the industry. Competitive conditions have returned in full force. Pipe lines have been filled in most instances and new faces are appearing in the ranks of distributors. Every market is beset with price problems. Keen trading and master selling are the order of the day.

The gravy train has run its distance. Only the experienced individuals, and the well managed enterprises are equipped to cope with present conditions. Those conditions are by no means ideal. Some peculiar, and some seemingly indefensible practices are all too apparent at times. Nevertheless that is the free enterprise system in action; and competition is its life blood. The electrical distributor has thrived under it, and grown strong over the years.

Today, however, the situation is somewhat different. Enterprise is no longer entirely "free." Upon it are imposed certain restrictions unknown in former eras. Robinson-Patman, and Miller-Tydings are gentlemen whose views, as elected representatives in our government have vitally affected conditions through enacted federal legislation bearing their names. The Fair Labor Standards Act plays an important role in determining how much payrolls shall be. Social Security and Old Age Pensions are covered by legislation affecting the cost of doing business. And, of course, income tax rates make the problem of business no simple one to solve. Combined, these various acts of our government hardly can be said to simplify the management of a distributing enterprise. Yet, that is not all, the Sherman and Clayton Acts, and the Federal Trade Commission Act (the Anti Trust Laws) are superimposed on all these to insure that collusion and coercion are not practiced in unfair restraint of trade.

Only a few basic legislative restrictions are included in the preceding paragraph. Their importance to business can hardly be over-emphasized. Why bring them up here? Well, it has been surprising how closely they have been related to discussions with electrical distributors in our recent travels. Complaints about the tough conditions and the even tougher competition have been frequent, as have those that more and more services are demanded by manufacturers without increasing compensation. Just as frequently members have declared "We know that N.A.E.D. is doing all it can to help its members solve their problems."

Greater effort than ever is being made today to keep the membership informed of governmental and industry developments. Free enterprise, after all, works both ways. It gives incentive to those already in the business and encourages others to enter it. Accurate information is indispensable to successful operations under that system, and the alert management seeks the most dependable sources of it. An industry's national association is organized for exactly that purpose.

N.A.E.D., for instance, cannot tell manufacturers to whom to sell, what margins to provide, what sales policies to follow, or where to locate stocks. That's for the manufacturer to decide for himself under the free enterprise system.

Neither can N.A.E.D. tell its members not to buy from a certain manufacturer, what prices to charge various customers, how much their goods should cost, what terms they should impose upon suppliers and customers. Free enterprise demands that each member himself shall reach those decisions. In fact, not only the system of free enterprise, but the law of the land require that manufacturers and distributors individually decide these matters. The Association has no choice.

However, N.A.E.D. contributes materially, in many lawful and practical ways, toward bringing about solutions which will benefit the manufacturers, the members, their customers, and the public. For example, today's competitive conditions demand that management be aware of its costs and the need for trained and competent selling organizations. Laws make it necessary for the electrical distributor to be constantly informed of his obligations and the

restrictions within which his operations must be confined.

N.A.E.D. renders its members a continuing service in these respects which they would find it difficult, if not impossible, to duplicate from any other source. Members of N.A.E.D. have advantages, from the standpoint of dependable and indispensable data, which non-member competitors in the industry cannot have without greater expense and effort. It has been gratifying to observe how this has been readily admitted when discussing these problems many times with members personally.

The electrical distribution industry is singularly a "free enterprise" industry. Enterprising individuals, who have confidence in their abilities to perform a needed economic function, make up a large percentage of the industry's distributive outlets. N.A.E.D. includes a great many of these successful organizations in its membership. Such individuals have a keen realization that "the other fellow" is just as wide awake as he is and that both can profit from an exchange of views and experiences.

Therein lies the strength of N.A.E.D. For forty-years the Association has gradually assimilated into its membership this type of electrical distributor until today they number some 900 houses, covering every major marketing center of the country. These members are saturated with the American principle of "free enterprise." They all started from "scratch." They are willing for "the other fellow" to have a fair chance. But, and it's a big but, they must be realistic today in realizing that it costs something to do business under the current laws of the land, and the competitive free enterprise system. They know that their Association cannot immunize them from competition, but they also need to realize that unless they are the aggressive merchandisers and the competent managers which N.A.E.D. helps them to be they may be less fortunate in the future.

The opinion of the many members and non-members we have visited in recent months clearly is that the electrical distributor has a great future, and that his industry's highly competent Association—N.A.E.D.—will play an increasingly important

QUAD LIGHTING

RLM Glassteel Diffusers

REFLECTORS
INDOOR . . . OUTDOOR

Porcelain Enameled
White Inside
Green Outside

RLM Standard Bowl

RLM Deep Bowl

QUADRANGLE

RLM Angle

A Quality Standard that Promotes Better Business

Built up to definite standards for excellence of service, QUAD Reflectors fully meet user approval.

QUAD GLASSTEEL DIFFUSERS: Reflector and globe together may be taken down for cleaning without extinguishing the light or removing the hot lamp. Available with pendant, outlet box, or horizontal hood.

QUAD SOCKET REFLECTORS: 5 styles made in various sizes for general industrial illumination. Solid neck construction eliminates all exposed joints and seams. Each has a weatherproof top fitting and is available with shock absorbing sockets as well as the standard rigid socket.

QUAD SHADE HOLDER REFLECTORS: 5 styles made in various sizes. The Standard 2¼" fitter adapts them for use with any screw or other type shade holder.

HEAVY THREADED REFLECTORS AND SOCKET HOODS: Especially serviceable for railroad yards and industrial locations where atmospheric conditions require sturdy lighting equipment that can be easily removed for cleaning. Made in 4 reflector styles.

• *See the complete line in our Condensed Catalog No. 7*

QUADRANGLE MFG. CO.
32 S. PEORIA ST. CHICAGO 7, ILL.

FOR DOLLAR VALUE

FOR SERVICE VALUE

SELL PORCELAIN PRODUCTS'

All-Porcelain Wireholders

Here's your best value for service entrance work. These all-porcelain wireholders have no exposed metal parts to rust. They're designed to stand up under far greater wind, weather and cable loads than will ever be required under excessive conditions of ice and storm. And they're economy-plus, both on initial cost and long life. Send in your stock order NOW and stay ahead of customer demand.

Porcelain Products, Inc.
FINDLAY, OHIO

part in advancing the distributor's place in the electrical industry. How great and how attractive that future will be remains to be seen. N.A.E.D. can be depended upon to do everything within its power to help make the future good. We can, in fact, begin right here by offering a thought which, if kept in mind and followed can go a long way in assuring you the kind of future you want.

No one will get all the business; but hard work—in the form of good management and real merchandising—will get you your fair share of it. The important thing is to make sure that that share compensates you adequately for your investment of capital and time. N.A.E.D. will be at your service with data to help you improve your operations in management and selling. Those are the factors which ultimately determine your compensation. They will, moreover, shape your future and the industry's.

NEWS

(*Continued from page* 63)

sets that went into 78 per cent of all cars manufactured last year. In addition to automobile sets, the total number of radio sets in the hands of the public at the end of 1949 was 70,436,000, of which 5,000,000 were in places of public assembly and 65,436,000 in homes.

Total number of television sets in use at the end of 1949 was 3,764,000. All told, there were in use by the end of last year 88,964,000 radio and television sets.

Average number of radio sets, including television, was 1.7 per home, as it was in 1948. The ratio of automobile sets to cars, which hit a peak of 88 per cent in 1947, was down to 78 per cent in 1949 although a million more radio sets were produced.

It was estimated that 401,000 television sets were in the distributor and dealer pipelines at the beginning of 1950, or approximately one month's production.

The RMA also announced recently that its member-companies had shipped 3,182,351 television receivers to distributors in more than 50 TV broadcasting areas by Jan. 1, 1950. Almost one million of these sets were shipped during the fourth quarter of 1949.

Total television receiver shipments by RMA members during 1949 aggregated 2,227,973 as compared with 808,025 sets in 1948.

REORGANIZATION plans recently completed by A. Wayne Merriam, Inc., appliance distributing firm of Albany, N. Y., included the election of the following officers: (left to right) Francis J. Greis'er, secretary and treasurer; Warren J. Burns, general sales manager; William H. Squires, president.

NAED's Pacific Zone To Convene May 8-10

SAN FRANCISCO—The Pacific Zone of the National Association of Electrical Distributors will hold its convention May 8-10 at the Arrowhead Springs Hotel in San Bernardino, Calif.

Present plans for the convention call for an executive meeting, several general meetings, cocktail party, chairman's dinner for members of the association, golf and golf banquet, and entertainment for the ladies.

Lighting Exposition To Be Held In Cleveland In '52

CHICAGO—Plans for the 4th International Lighting Exposition and Conference to be held at the Municipal Auditorium in Cleveland, May 6 through 9, 1952, were officially approved by the Industrial and Commercial Lighting Equipment Section of the National Electrical Manufacturers Association at its recent semi-annual meeting here.

The Planned Lighting Merit Award Competitions which have been major attractions at previous Lighting Expositions again will be held. Present plans call for an expanded competition. The competition will be open to architects, engineers, designers, electrical contractors and wholesalers, lighting specialists and salesmen of utilities and wholesalers, and to users of industrial and commercial lighting.

Committee Heads Announced

B. D. Levaur, Pittsburgh Reflector Co., chairman of the Industrial and Commercial Lighting Equipment Section, announced the following exposition operating committee had been approved by the section: S. R. Naysmith, The Miller Co.,

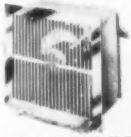
Your retailers can
Sell every prospect
with this complete line!

ILG
REG. U. S. PAT. OFF.
ELECTRIC VENTILATORS

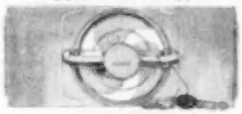
NATIONALLY ADVERTISED!

There's an ILG Electric Ventilator for every kitchen location . . . ceiling, wall or window . . . for every kitchen size . . . and for every household budget. With ILG, you meet *every* prospect's specifications. And ILG's selling program is just as complete as its line. National advertising, *free* counter demonstrator displays, literature, newspaper ad mats . . . everything you need for effective promotion. Find out today how ILG can help you step up your ventilator profits. Call nearby branch office or write today for FREE BULLETIN.

New Ceiling Type



"Built-in" Wall Type



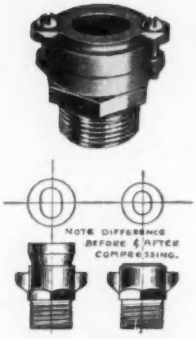
Panel Type

Package Type

ILG ELECTRIC VENTILATING CO., 2822 North Crawford Avenue, Chicago 41, Illinois • Offices in more than 40 Principal Cities.

DESIGN

tells the story!



TAPERED BUSHING CONNECTORS

Engineered to Hold and Seal Tighter!

M & W TAPERED Rubber Bushing design insures a perfect seal and positive holding force. This double effect is gained because as the patented tapered bushing is pressed into place, equal pressure is exerted at all points around the full circumference of the cable.

A second advantage—the tapered bushing design automatically compensates for the small differential in cable sizes, eliminating many installation problems.

OTHER M & W FITTINGS —DESIGNED WITH THE CONTRACTOR IN MIND
Ground Clamps—Ground Rods
Service Heads—
Service Entrance Kits
Non-Watertight Connectors —
BX—Romex Connectors

The important result is that contractors can put in jobs that utilities can depend on for long-lasting meter protection.

Write for latest catalog on the complete M & W Line.

Electrical Fittings
The M. & W. ELECTRIC MFG. CO., Inc.
EAST PALESTINE, OHIO

chairman; R. W. Staud, Benjamin Electric Mfg. Co., vice chairman and chairman of merit award contest committee; E. C. Huerkamp, Westinghouse Electric Corp., vice chairman and chairman of conferences committee; L. J. Rozier, Day-Brite Lighting, Inc., chairman of attendance promotion and publicity committee; H. K. Nock, Smithcraft Lighting Div., A. L. Smith Iron Co., chairman of space selling committee; F. W. Fulle, Sylvania Electric Products, Inc., chairman of space drawing and booth allocation committee; and F. J. Martin, NEMA, secretary.

Van Auken, Ragland & Stevens were appointed public relations counsel. Temporary exposition operating committee headquarters are at 155 E. 44th Street, New York 17, N. Y.

Michigan Mfrs. Reps. To Hold Electric Show

DETROIT—The 7th Biennial Industrial Electrical Exhibit will be staged May 10-12 at Convention Hall in this city by the Electrical Manufacturer's Representatives Association of Michigan.

It was announced that nearly 200 exhibitors, according to advance reservations, will display their newest equipment, including everything in electrical construction materials from commercial office lighting fixtures to transformers. No appliances will be shown.

Admission will be by invitation only to a select group of chief electricians, superintendents of maintenance, architects, electrical engineers, inspectors, contractors and public utility executives, it was announced.

J. A. (JIMMIE) MOOK, JR., has been appointed advertising and sales promotion manager for Raybro Electric Supplies, Inc., electrical wholesaling firm of Tampa, Jacksonville, Miami and St. Petersburg, Fla., according to a recent announcement by Troy A. Brown, president. Connected with Raybro for a number of years, Mr. Mook has had more than 20 years of experience in merchandising, advertising and sales promotion in the wholesale electrical supply business in Florida.

INAUGURATION of a distributor sales program and the appointment of Charles L. Davis as manager of distributor sales was announced recently by the American Transformer Co., Newark, N. J. From 1944 to 1949, Mr. Davis was vice president in charge of sales, service and advertising for the Jones Motrola Co., Stamford, Conn.

REA Allocates Funds For First Rural Phone Loan

WASHINGTON—The Department of Agriculture recently announced that the Rural Electrification Administration has allocated funds for its first rural telephone loan.

The loan allocation of $243,000 was made to the Florala Telephone Co. of Florala, Ala., for improvement and expansion of rural telephone service in a three-county area of southern Alabama and northern Florida. The company at present is individually owned but will be incorporated under broadened ownership.

The company will use the loan funds, plus the proceeds from the sale of stock to local residents, for the following purposes: To rebuild 59 miles of its present 84-mile telephone system in Covington County, Ala., and Okaloosa and Walton Counties, Fla.; to replace its present magnetic switchboard and equipment at Florala with modern common battery equipment; to build a new automatic dial exchange at Laurel Hill, Fla., as a satellite of the Florala exchange; to build 130 miles of new rural telephone lines; to place telephone wires on 80 miles of electric power lines operated by REA-financed electric cooperatives in the area; and to refinance an existing loan of $10,000.

Construction under the present loan will enable the Florala Telephone Co. to provide better service to its present 447 subscribers, and add 1,053 new rural subscribers, it was announced. With the eventual addition of the remaining estimated 960 rural families in the service area, the full system contemplated will make modern telephone service available to 2,460 rural subscribers.

On approving this first allocation of

WHITER THAN WHITE

ABOLITE
DUO-MOVE
SYSTEM

The formula for Good Lighting is the combination of proper equipment and simple methods of maintenance. The Abolite Duo-Move System encourages regular cleaning habits because Duo-Move units can be cleaned and relamped quickly and safely without using clumsy ladders. Merely a twist of the wrist—reflector and lamp assembly can be removed and serviced—another turn and it's back in position . . . no interruption to workers . . . no lost time. The Abolite Duo-Move System guarantees maximum illumination with minimum service expense. Write for the Duo-Move story today!

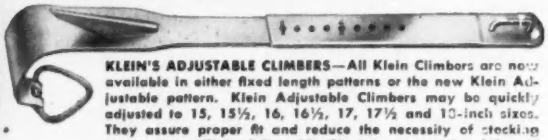
THE JONES METAL PRODUCTS CO.,
West Lafayette, O.

WHITER THAN WHITE
ABOLITE
Lighting

new additions to the KLEIN LINE

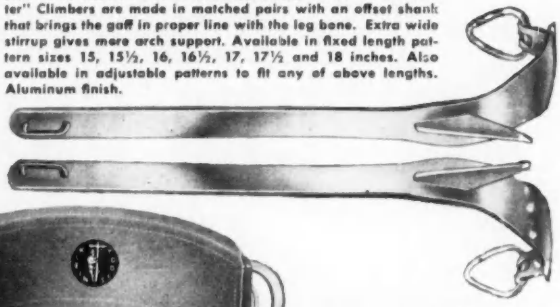
Since 1857

Mathias Klein & Sons continues to offer the electrical industry the most complete line of pliers and equipment on the market. Below are three additions to the Klein Line that have found favor with many utility companies. If you have not had complete information on this equipment, write for details.



KLEIN'S ADJUSTABLE CLIMBERS—All Klein Climbers are now available in either fixed length patterns or the new Klein Adjustable pattern. Klein Adjustable Climbers may be quickly adjusted to 15, 15½, 16, 16½, 17, 17½ and 18-inch sizes. They assure proper fit and reduce the necessity of stocking many sizes. Klein Adjustable Climbers are made of forged steel, individually tempered and tested. Aluminum finish.

No. 1945 KLEIN POLE MASTER CLIMBERS—Klein "Pole Master" Climbers are made in matched pairs with an offset shank that brings the gaff in proper line with the leg bone. Extra wide stirrup gives more arch support. Available in fixed length pattern sizes 15, 15½, 16, 16½, 17, 17½ and 18 inches. Also available in adjustable patterns to fit any of above lengths. Aluminum finish.



No. 5249 "KLEIN-LINE" TOOL BELT—This new belt is designed with a full-floating sliding trace of famous "Klein-Kord." Trace slides through alloy steel guides, allowing approximately 6 in. free movement. Chafing is avoided, and undue wear on safety strap is prevented. Apron design permits visual inspection of trace throughout its entire length.

A soft, pliable latigo leather cushion 4¾ inches wide is pad-lined and edge rolled for comfort. The 2-inch wide belt shape is of heavy harness leather with a drop forged buckle. Made in following sizes: 36, 38, 40, 42, 44 and 46 inches.

Ask Your Supplier
Foreign Distributor: International Standard Electric Corp., New York

The New Klein Catalog giving full information on the complete Klein line will be sent on request.

Mathias KLEIN & Sons
Established 1857 — Chicago, Ill., U.S.A.
1200 BELMONT AVENUE, CHICAGO 18, ILLINOIS

telephone loan funds, Claude R. Wickard, REA administrator, said: "This marks the first application of the REA pattern outside the field of rural electric service. With only about 40 per cent of our farms having telephones, and perhaps half of these farm telephones providing unsatisfactory service, there is an urgent need for improvement in this field."

Sprague Electrical Sup. Moves To New Location

BRIDGEPORT, CONN.—J. M. Mullin, vice president of Sprague Electrical Supplies, Inc., electrical wholesaling firm of this city, recently announced that his firm has moved to a new location at Park and Railway Avenues here.

The new location doubles Sprague's previous space. The firm formerly was located at 777 Main Street in Bridgeport.

Unit Heater Group Elects New Officers

DETROIT—The Industrial Unit Heater Association, with headquarters in this city, recently held its 24th annual meeting in New York City and elected officers for 1950.

New officers are: J. C. Patterson, director of sales, industrial heating, Carrier Corp.—president; H. S. Wheller, president, L. J. Wing Manufacturing Co.—vice president; L. O. Monroe—secretary-treasurer.

WALTER H. BODLE has joined the staff of BullDog Electric Products Co., Detroit, Mich., and will function as a specialist on assignments as directed by the sales manager, Mr. A. A. Togesen. Mr. Bodle has been intimately associated with the development and sale of circuit breakers and their applications for the past fifteen years. He is well known through his work with architects, engineers, inspectors, utilities, distributors and contractors.

APPOINTMENT of W. L. Obert as assistant sales manager for distributor sales of the Proctor Electric Co., Philadelphia, was announced recently by Walter M. Schwartz, Jr., president. Mr. Obert joined the advertising department of Proctor in 1946.

G.E. Sales Training Play Is Touring the Country

BRIDGEPORT, CONN.—One of the most elaborate sales training programs ever attempted at the dealer level, a two-act, 26-scene General Electric play featuring Broadway and Hollywood actors, is currently being presented to G.E. major appliance retailers across the country.

Reportedly costing in excess of $500,000, the production, entitled "Birth of a Salesman," is being put on by three troupes in 45 cities during a five-week tour.

Aim of the show is to drive home to the estimated 30,000 dealer and distributor personnel who will see it the message that hard selling is the only key to a successful appliance business. Each troupe is headed by a G.E. executive and numbers 25 persons, including six professional actors and two stage managers.

The story unfolds on a revolving stage which is part of the five tons of equipment and 78 pieces of baggage which travel with each troupe. A series of flashbacks shows dealer Ben Morgan, of Americaville, U.S.A., as he struggles with the rampant seller's market of 1946 and the transition into the buyer's market of today. In several scenes comparison is made with the problems and techniques of selling in the depression years of the early thirties.

According to A. M. Sweeney, general sales manager of the General Electric Appliance & Merchandise Department, who is heading the eastern troupe, "the main purpose of the show is to prove not only that sound merchandising pays off, but that our G.E. appliance dealers are in a business in which they and their families can put their confidence—that sound appliance selling offers them a rewarding future."

Mr. Sweeney emphasized that "Birth

Here's Why Industry Uses SAF-T-LAG Fuses

Jefferson
SAF-T-LAG FUSES
Provide New Wider Protection

Saf-T-Lag is needed today to protect motors and equipment, and insure against unnecessary shutdowns.

Saf-T-Lags protect against short-circuits and overloads, but prevent unnecessary shutdowns caused by harmless temporary overloads. Operating on the thermal principle they also protect panels, switchboards, and other electrical equipment in the circuit against damage due to excess heat caused by poor contacts.

Dependable protection is provided against motor burn-outs due to overloading and single phasing of polyphase motors. Because of less watt loss, there is a big saving in plants where many motors are installed.

Protect all electrical equipment and factory production with Saf-T-Lags.

Nationally Distributed By Wholesalers of Electrical Supplies

JEFFERSON ELECTRIC COMPANY
Bellwood, Illinois

Write for Fuse Booklet 482-ST

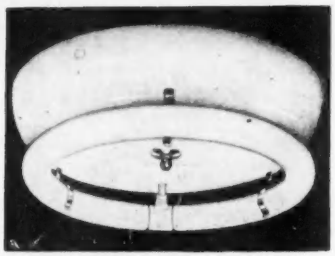
JEFFERSON ELECTRIC

The Jefferson Extensive Line of Fuses includes:
Saf-T-Lag Thermal Fuses • Union Renewable Fuses • Super-Lag Renewable Fuses
Union Indicating Fuses • Gem Non-Indicating Fuses • Plug Fuses and Fustats

2 Great Fixture Series

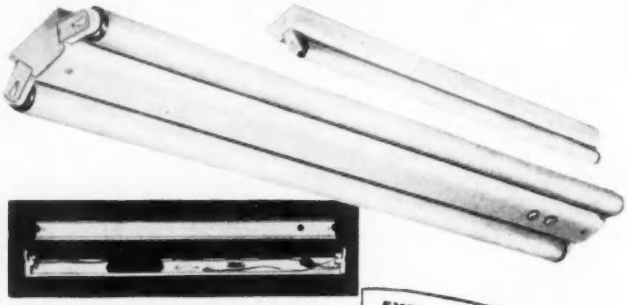
TO HELP UP YOUR PROFITS IN 1950

COMPCO INSTANT START CIRCLINE WORKS IN ANY TYPE AC SERVICE



Here's a CIRCLINE you can install anywhere, and be positive it will work; will light up instantly without falter or flicker. No starters to replace. Modern . . . and beautifully designed, you can recommend COMPCO CIRCLINE for any decorative scheme in home, office, or institution.

COMPCO STREAMLINED STRIP-LIGHTS ARE EFFICIENT AND LOW IN COST



BODY-WIRED TO SAVE INSTALLATION TIME

All wiring, sockets and ballasts are fastened to the *strip-light body*. No wiring on cover. Saves installation and maintenance time.

There are no better fixtures for all round utility than these newest COMPCO STRIP-LIGHTS. No matter what the installation calls for . . . walls, ceilings . . . flush or suspension mount, singly or in continuous rows . . . these strip lights are your answer to high efficiency lighting at low cost. You can get them in equally beautiful one or two-light models.

EXTRA COMPCO QUALITY AT NO EXTRA COST

You can't see it here, but once you lay your eyes on a **COMPCO** *fixture you'll see what we mean by* **EXTRA COMPCO QUALITY.** *It's there in the attention to fabricating details, in the hardware, in the wiring, in the nationally known and recognized components. Yes, important too, is the integrity of a company that backs up its products with a rock-bound guarantee of performance. And, you'll buy* **COMPCO** *products at competitive prices.* **WRITE FOR OUR CATALOG AND SEE.**

COMPCO CORPORATION

For the finest in fluorescent fixtures

2251 ST. PAUL AVE., CHICAGO 47

Compco

of a Salesman" was not written with a behind-the-desk point of view. Thousands of consumers were interviewed in large and small cities to determine their reaction to General Electric appliances and merchandising. Several of these interviews, recorded with a sound camera, are woven into the production.

C. W. Theleen, manager of sales, and A. J. Brock, major appliance merchandising manager for General Electric, head the western and southern troupes respectively. G. B. Park, advertising manager, will share with Mr. Sweeney the management of the eastern troupe.

Mich. Wholesaler Holds Open House At Branch

BENTON HARBOR, MICH.—The Purchase Electric Supply Co., electrical wholesaling firm with headquarters in Grand Rapids, Mich., recently held open house for contractors, dealers and industrial accounts at its new branch here.

Purchase Electric recently took over the building here formerly occupied by the West Michigan Electric Supply Co. which has moved to its new building in this city.

Robert Bourne is general manager for the Purchase Electric Supply Co. here.

Solar Electric Appoints Hill To Research Staff

WARREN, PA.—Solar Electric Corp., of this city, recently announced the addition of Paul W. Hill to its research and development department.

A graduate of Vanderbilt University as a chemistry major, Mr. Hill formerly worked in the refrigeration division of the General Electric Co. He is a member of the American Chemical Society.

ONE of the initial steps in converting steel billets into wire is witnessed by part of a large group of sales personnel of the American Steel and Wire Co. Tour through the U. S. Steel subsidiary's Cuyahoga Works in Cleveland preceded a recent two-day sales conference.

ROBERT H. BISHOP (left), vice president in charge of sales for Sylvania Electric Products, Inc., accepts the plaque recently awarded his company by the Federation of Radio Servicemen's Associations of Pennsylvania, from Richard G. Devaney, Philadelphia radio service engineer.

Holcomb & Hoke Names Ten Fan Distributors

INDIANAPOLIS—Ten electrical distributors have been appointed to handle the "Silent Breeze" fan line, according to a recent announcement by Alex Carroll, manager, ventilating division, Holcomb & Hoke Mfg. Co., Inc.

The distributing firms are: Raybro Electric Supplies, Inc., Tampa, Fla., with branches in Jacksonville and Miami, Fla.; Englewood Electrical Supply Co., Chicago, with branch in Rockford, Ill.; Walker-Martin, Inc., Raleigh, N. C.; Hinkle Supply Co., Birmingham, Ala.; and Clower Electric Supply Co., Mobile, Ala.

Also Frost Electric, Inc., Nashville, Tenn.; The Currin Co., Chattanooga, Tenn.; Jackson Electric Supply Co., Tyler, Tex.; Maxwell Brothers Supply Co., New Orleans, La.; and Watson Electric Supply Co., Dallas, Tex.

Taylor To Head Midwest Westinghouse Lamp Sales

Frank L. Taylor has been appointed manager of a newly-created Midwest Lamp Sales Division for Westinghouse lamps, with headquarters at 101 West 11th Street, Kansas City, Mo.

According to Frank C. Cline, Southwestern District lamp manager for Westinghouse, the new sales unit has been established to improve the company's service to its customers in western Missouri, Kansas, Oklahoma, Colorado, Wyoming, and part of South Dakota.

Mr. Taylor has been branch manager for Westinghouse lamps in his native Kansas City. He left a position as lighting engineer with the Kansas City Power and Light Company to join Westinghouse as a lamp salesman there in 1941.

FULLMAN Latrobe PRODUCTS

FLOOR BOXES ★ WIRING SPECIALTIES

Quality Latrobe Supremacy — Fullman Manufacturing Co. Latrobe, Pa.

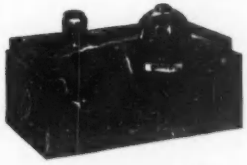
Quick and Easy to Install
Long and Dependable Service

"Latrobe" Floor Boxes are designed to permit quick installation, saving workmen's time.

All "Latrobe" Products—Floor Boxes and Wiring Specialties—are made of highest quality materials to insure long and trusty service.

No. 110 "Latrobe" Watertight Box

Simple and compact in design, the No. 110 Non-Adjustable Watertight Floor Box is quick to install and gives trouble-free service. Has No. 208 Receptacle. Cover Plate 3½" diam.



No. 252-R "Latrobe" Two Gang Box

Adjustable with No. 208 Receptacle in one section. One Cover Plate has ½" Flush Brass Plug; other has 2" Flush Brass Plug.

No. 150 Box — No. 207 Nozzle

Adjustable and watertight for installation in concrete or wood finished concrete floors. Underwriters approved.

Keystone Fish Wire

Made of high quality flat steel wire. Tempered exactly right. Ten sizes.

1050 CABLE STAPLE for Romex and All Non-Metallic Covered Cable

These 1050 staples are 1½" long by 9/16 wide. They are packed 100 per box, 500 per box, 7,500 per carton, 100,000 per keg.

"Bulldog" BX Cable Staples

These high quality staples are packed in cartons, kegs or barrels. 2,500, 6,000, 30,0000.

Sold Only Through Wholesalers

FULLMAN MANUFACTURING CO.
LATROBE . . . PENNSYLVANIA

"IF YOU WANT **DEPENDABLE** AUTOMATIC TIME SWITCHES INSIST ON **TORK CLOCKS**"

When you're selecting automatic time switches for indoor and outdoor uses, remember the name "Tork" for all these advantages.

IDEAL FOR:

Store Windows
Outdoor Signs
Heating and Air Conditioning Units
Safety and Street Lights
Electric Appliances
Poultry Lights
Aircraft Beacons
Home, Factory and School Lighting

DEPENDABLE ACTION! Made with exacting care from finest materials, self-starting all-electric Tork Clocks perform with complete accuracy . . . give years of steady, trouble-free service.

VERSATILE ACTION! Thanks to Tork's many special devices, all standard models can be adjusted to fit your specific needs. Our remarkable device — amazing ASTRONOMIC DIAL — allows for variations in time of sunrise, sunset. We'll gladly explain dozens of others that save extra time, trouble, expense.

EASY INSTALLATION! These compact, modern time switches install with remarkable speed and ease on walls, outlet boxes, etc. Special weatherproof case provided with outdoor models.

ECONOMICALLY PRICED AS LOW AS $9.50 LIST

Write today for **free** bulletins with complete product and price details.

TORK CLOCK

TORK CLOCK CO., INC. 1 Grove Street Mt. Vernon, N.Y.

QUALITY PORCELAIN

helps make a Quality job

UNIVERSAL PORCELAIN INSULATORS

THE UNIVERSAL CLAY PRODUCTS CO.
1549 EAST FIRST STREET SANDUSKY, OHIO
U TRADE MARK

HAROLD E. FARRIS formerly general manager for Stubbs Electric Co., Portland, Ore., has been appointed manager of field sales for the American Central Division of Avco Manufacturing Corp. Mr. Farris will be directly in charge of American Kitchens' four new regional offices. He will also be in charge of the now extensive American Kitchens' field organization and responsible for national product distribution.

Distributors Attend Fixture Sales Meeting

NEW YORK—Fifty electrical distributors from northeastern states attended a recent two-day lighting fixture sales conference held by Lightolier Inc. at its showrooms here and its factory in Jersey City.

Edward H. R. Blitzer, assistant to the president of Lightolier, presented a suggested five-step sales program, which included: Setting up more sales-inducing displays, attracting more customers into the showroom, selling more to each customer, increasing supply volume by increasing contractors' good will, and selling to large volume customers.

Other Lightolier executives and personnel participating in the sales conference were: Theodore Berk, vice president in charge of fixtures; Samuel Black, vice president in charge of lamps; Meyer Loebelson; David Jackal; and Sidney Feltman.

Albert A. Schuhler Joins Edwards & Co.

Albert A. Schuhler recently announced that he had resigned from Sperti-Faraday, Inc., and joined Edwards & Co. as a sales engineer in the eastern district with headquarters in New York City.

Associated with Sperti-Faraday for 19 years, Mr. Schuhler served the associated companies comprising that firm in the following capacities: Sales engineer, sales manager, and New York branch manager. He has also written a number of articles for publications in the electrical field, including ELECTRICAL WHOLESALING and *Electrical Construction and Maintenance.*

Gross Distributors, Inc., Opens Newark Branch

NEW YORK—Gross Distributors, Inc., appliance distributing firm of this city, recently established a branch, the Gross Distributing Corp., at 49 Edison Street in Newark, N. J.

A. P. Hummers is president of the new corporation and is also in charge of sales. He has five outside salesmen under him. They are: Jerry Cantor, Dan Casey, Harry Jacoby, N. Thompson and Harold Vaneck.

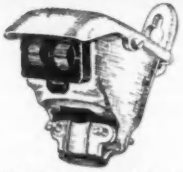
The territory covered by the salesmen of the Gross Distributing Corp. includes northern New Jersey, Rockland and Orange Counties, N. Y., and Staten Island.

Tape Mfr. Expands Plant

GARFIELD, N. J.—Accurate Manufacturing Co., tape producing firm of this city, recently announced the completion of a plant expansion program inaugurated in 1949. The new two-story building, which adjoins the firm's present plant, houses general offices and a new testing and research laboratory. It features air conditioning, sound proofing and individual temperature control for separate department areas.

"EASY TO FISH"

WITH
ATLANTIC FISH WIRE



SERVICE ENTRANCE CAP

1819

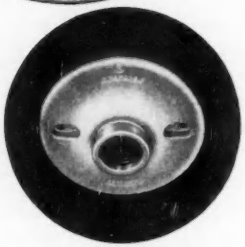
ATLANTIC CONDUIT
FITTINGS CO.
BOSTON, MASS.

NEW ARROW

DUAL PURPOSE PORCELAIN RECEPTACLES

FIT EITHER 3¼" or 4" OUTLET BOXES

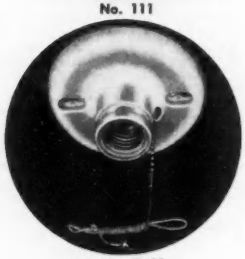
For fast, positive installation on either 3¼" or 4" outlet boxes, these new receptacles are tops. Open holes are provided for 4" mounting; knockouts for 3¼" applications. Styling is smart, modern. Oversized base, 4-11/16" in diameter, covers plaster irregularities around the box, making a neat, eye-appealing unit.



No. 111

KEYLESS No. 111

Shown at right — Keyless Receptacle number 111. One-piece design. Handy angle contacts make quick installation easy. Added convenience: screws are staked — cannot fall out of unit.



PULL TYPE No. 7681

Shown at right — Pull Receptacle number 7681. Unit shown has chain and 3' cord. Other models are available with 7" chain or with chain and insulator.

Units of this type have removable porcelain rings which release the Bakelite pull interior for quick, easy wiring.

No. 7681

ALL RECEPTACLES ARE LISTED AS STANDARD by THE UNDERWRITERS' LABORATORIES, INC.

Branches in: Boston, Chicago, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Syracuse

In Canada: Arrow-Hart & Hegeman (Canada) Ltd., Mt. Dennis, Toronto

CALL YOUR NEARBY ELECTRICAL DISTRIBUTOR FOR PROMPT SERVICE

Write today for more information:

1604 LAUREL STREET
HARTFORD 6, CONN.

WIRING DEVICES

ARROW ELECTRIC DIVISION

ENCLOSED SWITCHES

THE ARROW-HART & HEGEMAN ELECTRIC COMPANY
HARTFORD, CONNECTICUT

Govt. Agencies Announce Joint Procurement Plans

WASHINGTON—To give all American businessmen equal opportunities to compete for military and civilian procurement contracts, the Departments of Commerce and Defense, with the General Services Administration, have developed cooperative programs to speed procurement information to key points throughout the country, the three agencies announced recently.

These programs provide for the speedy transmission of procurement information to 14 Department of Commerce regional field offices and from those offices down the line to approximately 135 additional related offices where businessmen will have direct access to the information.

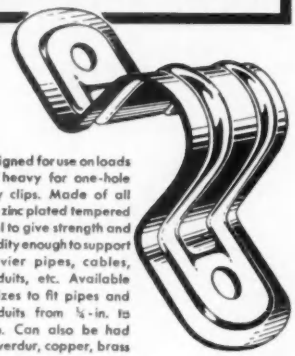
Under the Defense Department-Commerce Department plan, all of the 55 major Army, Navy and Air Force purchasing offices in the field and in Washington will, at the close of business every day, airmail to the Commerce Department's 14 regional offices and its Small Business Division in Washington a synopsis of each invitation to bid approved that day.

The synopsis will include a brief but adequate description of the item to be procured, quantity to be purchased, the invitation number and place and date of

MINERALLAC 2-HOLE

PIPE STRAPS

For Heavier Loads!



Designed for use on loads too heavy for one-hole Jiffy clips. Made of all new zinc plated tempered steel to give strength and rigidity enough to support heavier pipes, cables, conduits, etc. Available in sizes to fit pipes and conduits from ¼-in. to 1-in. Can also be had in Everdur, copper, brass or aluminum.

Send for literature and prices

Specify MINERALLAC HANGERS, CLIPS, STRAPS, BUSHINGS

MINERALLAC ELECTRIC COMPANY
23 N. Peoria St., Chicago 7, Illinois

MINERALLAC

bid opening or issuance. Copies of the complete bids listed in the synopses will be kept on open file in the regional offices for anyone to see.

Westinghouse To Hold Tool Forum In April

The 1950 Westinghouse Machine Tool Electrification Forum will be held April 25th and 26th in Buffalo, N. Y. The first day's sessions will take place at the Hotel Statler; the second day's program will be presented at the Buffalo plant of the Westinghouse Electric Corp.

Papers will be presented by E. K. Morgan, Giddings and Lewis Co.; Ralph Shuman, Warner and Swasey Co.; L. W. Scott Alter, American Tool Works; Jack Morgan, Cincinnati Milling Machine Co.; R. C. Montanus, Springfield Machine Tool Co.; O. G. Rutemiller, Morton Manufacturing Co.; E. B. Ankenmann, Westinghouse; and F. D. Snyder, Westinghouse.

A discussion of the Joint Industry Conference specifications will be presented by representatives of Chrysler Corp., Ford Motor Co., and General Motors Corp. Nels Bashor of the W. F. and John Barnes Co. will lead a discussion on the use of stranded wire in the machine tool industry.

One Size Fits BOTH Pipe and Ground Rod

Reduce your inventory with this heavy cast bronze Sherman Ground Clamp, which fits ¼" to ¾" pipe, as well as ½" to 1" diameter ground rod. Quick and easy to install—no loose parts to handle. Essential for copper ground pipe connections—preferable for all kinds of grounds. A low cost clamp that assures an efficient permanent connection.

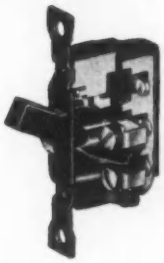
H. B. SHERMAN MFG. CO.
Battle Creek, Michigan

Sherman
Electrical Fittings

BIG VALUE
IN A
SMALL SWITCH
ARROW AH HART No. 6808
FOR SMALL MOTORS AND HEAVY LIGHTING LOADS

For controlling small motors (up to 2 HP) — for handling heavy lighting loads (up to 30A) — the 6808 is an old favorite with design and maintenance men. Small size and low cost make it ideal for a wide range of applications in which overload protection is not necessary. Cutaway shows these features: Bakelite arc snuffers increase breaking capacity • Kickoff release for positive, fast action • Long-lasting phosphor bronze switch blades • Heavy duty, wear-resisting, stationary contacts. 6808 is a 2 pole, 1 phase unit, rated 2 HP, 115-600V, AC or DC; 30A 250V, 20A 600V.

ARROW AH HART No. 7810 FOR USE WITH AC ONLY



The 7810 is a 3 pole, 3 phase unit, rated 2 HP, 110-600V AC; 30A 250V, 20A 600V AC. Silver, butt-type contacts give long life, accurate, positive slow-make and break action. Both models are available for surface- or flush-mounting; as explosionproof, dustproof or waterproof units. Both are no-fuse types; line is protected by normal fusing.

See your jobber — or write to Hartford — for details.

CONTROLS and APPARATUS FOR *Outstanding* PERFORMANCE

ARROW AH HART

FOR LITERATURE, WRITE
1604 HAWTHORN STREET
HARTFORD 6, CONNECTICUT

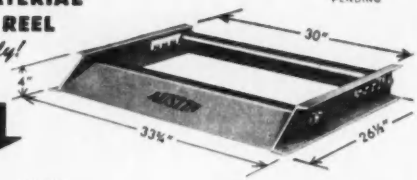
ARROW·HART
THE ARROW-HART & HEGEMAN ELECTRIC COMPANY
HARTFORD 6, CONN. U.S.A.

BRANCHES IN: BOSTON, CHICAGO, CLEVELAND, CINCINNATI, DALLAS, DENVER, DETROIT, LOS ANGELES, NEW YORK, PHILADELPHIA, SAN FRANCISCO, SYRACUSE
IN CANADA: ARROW-HART & HEGEMAN (CANADA) LTD. MT. DENNIS, TORONTO

Use the AUSTIN Reel Roller

TO HANDLE ANY MATERIAL DISPENSED FROM A REEL
quickly, easily and safely!

PATENT PENDING



AUSTIN No. 600 REEL ROLLER

MAXIMUM CAPACITY: 4000 LBS.
WEIGHT: 75 LBS. EACH

OUTSTANDING ADVANTAGES:

1. Ramp makes loading fast and easy
2. Five adjustable slots take various reel diameters
3. Thumb screw locks front roller for reel removal
4. Single unit takes reels up to 30" wide
5. Bolt two units together for reels up to 64" wide
6. Higher back roller prevents reel from coming off roller when material is dispensed
7. Reel rolls on grease packed flanged ball bearings
8. Bright orange finish makes reel readily visible—helps to eliminate accidents
9. Use on the job, truck, or in warehouse

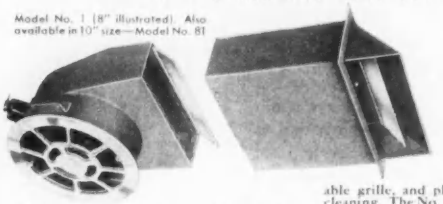
The M. E. Austin Company
NORTHBROOK, ILLINOIS

3144

SHEPLER RADIA ELECTRIC HEATERS and VENTILATING FANS

Here's a Completely New, Improved 8" Automatic Fan for Small Rooms

Model No. 1 (8" illustrated). Also available in 10" size—Model No. 81



- Quickly installed in ceiling, wall or cabinet!
- Designed for bathrooms, kitchenettes, powder rooms, etc.!
- Low in cost!

This new, low cost 8" automatic fan, designed specifically for small rooms of limited wall space, fits all standard construction and mounts horizontally or vertically. The powerful, quiet, totally-enclosed fan motor and 8" Torrington propeller assure long, trouble-free operation. Motor-blade assembly, attached to the removable grille, and plug-in connection simplifies cleaning. The No. 1 model has a rating of over 500 C.F.M. (free air delivery).

This type fan is also available in the standard No. 81 Model with 10" blades, having a rating of 650 C.F.M. (free air delivery). Both sizes feature double automatic shutters and weather-tight seal to prevent back drafts and sweating.

Approved by Underwriters' Laboratories

Everybody Profits with SHEPLER Preferred Products

RADIA

· Radia Electric Wall and Portable Heaters · 8" and 10" Automatic Wall and Chimney Fans · Automatic Wall and Ceiling Shutters · Gas and Electric Fireplace Logs · Medicine Cabinets

Write Dept. N-11 for complete details

SHEPLER *Manufacturing Company*
1312-14 SHEFFIELD STREET • PITTSBURGH 12, PA.

EDWARDS COMPANY, INC., of Norwalk, Conn., manufacturer of electrical signaling and communication equipment, has announced the appointment of John L. Taylor as sales manager. Mr. Taylor joined the Edwards organization in 1924 in New York City. For the past 14 years he has been located in Chicago where he served as district manager and manager of the Central Division.

Sperti-Faraday Names Welsh To Sales Post

ADRIAN, MICH.—W. H. Welsh was recently appointed sales manager of the systems apparatus division of Sperti-Faraday, Inc., of this city.

Mr. Welsh has been affiliated with Sperti-Faraday since October 1947 and also for some time prior to 1944. In the intervening three years he was associated with the Price Electric Corp., of Frederick, Md.

Identified with the manufacture and sale of signaling systems apparatus for many years, Mr. Welsh was first affiliated with the Holtzer Cabot Electric Co., in its New England and Syracuse, N. Y., territories; and later with Stanley & Patterson, of New York, originators of the "Faraday" line.

New Sales Division Organized By G.E.

SCHENECTADY—The apparatus agency division of General Electric's industrial divisions will be replaced by a newly-organized agency and distributor division, according to a recent announcement by C. H. Lang, vice president and manager of sales of the G.E. Apparatus Department.

George L. Irvine has been appointed manager of the new division, and upon his recommendation R. D. Moore will be assistant manager. They will be responsible for the sale of all G.E. Apparatus Department products through agents and to distributors, wholesalers, and dealers.

A native of Omaha, Neb., Mr. Irvine was graduated from Iowa State College with a B. S. degree in electrical engineering in 1930, and joined G.E. the same

year as a student engineer on the test course. One year later, he was transferred to the Apparatus Department's industrial divisions, and in 1932 he became a member of the company's Commercial General Department. He returned to the industrial divisions in 1935 to take charge of relations with G.E. dealers and agents, becoming manager of the apparatus agency division in 1941.

Mr. Moore was graduated from the University of Cincinnati in 1936 with a professional degree in electrical engineering. He came to General Electric shortly after graduation, starting as a student engineer on the test course. Upon completion of the course, he assisted in the supervision of the company's engineer placement and sales training programs.

Subsequently, Mr. Moore served in engineering and sales capacities in the Appliance and Merchandise Department, and the aviation divisions and apparatus agency division of the Apparatus Department. In 1947, he was named manager of the department's trade relations and special contracts, a position he has held to the present time. His functions in this capacity will now be transferred to the industrial divisions.

H. J. Newton Resigns From National Electric

PITTSBURGH—Harold J. Newton has resigned for reasons of health as vice president and general sales manager of National Electric Products Corp., according to a recent announcement by W.

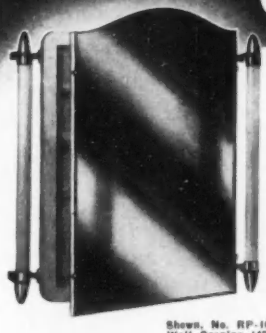
Harold J. Newton

C. Robinson, Jr., vice president, who indicated that his office would supervise sales of the company's electrical roughing-in materials.

The resignation of Mr. Newton brings to a close a 38-year continuous sales effort for the products of National Electric. Sales manager of the company since 1943, he was elected vice president and a director in June, 1948.

Mr. Robinson reported that Mr. Newton also had resigned as a member of the board of directors and would soon make a permanent home in California.

Now QUALITY CABINETS



Shown, No. RP-1624F
Wall Opening 14" x 21"

PRICED TO SELL—
PRICED FOR PROFITS

This new low priced, high profit fluorescent cabinet is amazing dealers everywhere with the sales responses and public acceptance of this unit. Its modern durable appearance and ease of installation pleases discriminating contractors and home owners alike.

The "Ohio" fluorescent cabinet comes completely assembled with lamps and is available in all popular sizes. Write today for the "Ohio" catalog and earn those "extra profits" that everyone is getting on these new fluorescent cabinets.

OHIO WINDOW GLASS COMPANY
4045 St. Clair Ave. Cleveland 14, Ohio

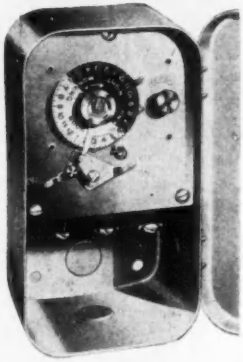
ADJUSTS WITH A TWIST OF THE WRIST

"Friction Set"
Fixture Hangers
FOR INSTANT ALIGNMENT

At last you can get a Fixture Hanger that turns to any angle after being screwed to an outlet box. Although base and receptacle remain stationary, hanger arms may be turned to align with any preconceived lighting plan. Exclusive Friction Ring firmly holds fixture in selected position. Hanger screws on to 3¼" or 4" outlet boxes, no other fastening necessary. Furnished complete with receptacle, two 5' chains, hooks and cord clips. Also available with bushed hole only, or with 3 wire solid ground receptacle. All Friction-Set Hangers are approved by the Underwriters' Laboratories.
R100 shown above, List Price $1.10 • Write for Bulletins R25, R26 and R27

SIMPLET ELECTRIC COMPANY
3600 West Potomac Avenue, Chicago 51, Illinois
11 Park Place, New York 7, New York

NEW...THE RELIANCE "Model 400"



Here's a new, low-priced, smaller time switch that provides dependable automatic circuit control up to 2,500 watts. The "Model 400" embodies all of the important features of the higher-priced Reliance time switches . . . and all the quality you expect of Reliance.

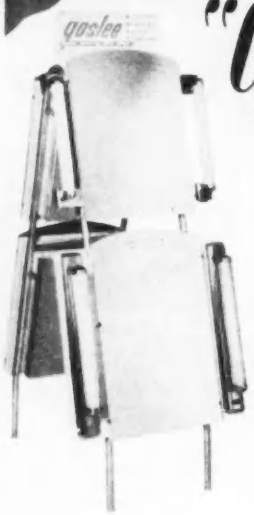
For complete information on the new Reliance "Model 400" time switch, send a card today to:

RELIANCE AUTOMATIC LIGHTING CO.
1911 Mead St. Racine, Wisconsin

Type 401—S.P.S.T.
20 AMPERES — 125 VOLTS
Only $10.00 LIST

RELIANCE TIME SWITCHES

Now GOSLEE'S



"Closer look"
CABINET DISPLAY RACK
yours at no cost!

This handy merchandiser display will put sales "out in front," a persuasive, silent salesman selling the features of Goslee cabinets.

Deeper shelf space, better construction, quality mirror, easier front access to wiring speak for themselves when displayed.

Goslee Luxury Line Bathroom Cabinets stimulate customers' interest. Listed by Underwriters' Laboratories.

Act now. Use the coupon below.

THE J. R. GOSLEE CO.
LUXURY LINE BATHROOM CABINETS
1807 COLUMBUS RD.
CLEVELAND 13, OHIO
goslee

Please send me complete information on the Goslee Cabinet Display Rack.

NAME . . . . . .
FIRM . . . . . .
ADDRESS
CITY . . . . . STATE

NEW West Coast plant of Federal Electric Products Co., Newark, N. J., is located at 2885 East Washington Blvd., Los Angeles 23, Calif. It is the fifth factory in Federal's expanding manufacturing facilities.

Acme Expanding Facilities

CUBA, N. Y.—Construction has started here on a new 15,000 square foot floor area building which when completed will provide the additional production capacity to supply television transformers in the quantities in accordance with the needs of its customers, the Acme Electric Corp. announced recently.

Fan Manufacturer Moves

Circulators & Devices Mfg. Corp. recently moved to larger quarters—with over 100,000 square feet of floor space—at 128-168 32nd St., Brooklyn 32, N. Y. The firm was formerly located at 22 Rose St., New York, N. Y.

Compco Adds Space

CHICAGO—The Compco Corp. recently announced the addition of 35,000 square feet of manufacturing space to its present operation. This new space, adjoining Compco's present location at 2251 W. St. Paul Avenue in this city, is all on one floor.

Diehl Opens Detroit Office

SOMERVILLE, N. J.—Diehl Manufacturing Co., electrical division of the Singer Manufacturing Co., recently announced the opening of a district office and warehouse in the new Singer Building located at 5900 Second Blvd., Detroit 2, Mich. James E. Ryan will manage the district office and warehouse.

Fixture Firm Moves

SAN FRANCISCO—Fluorescent Fixtures of California recently moved its headquarters plant from 2779 Folsom Street to 3320 18th Street in this city. Devoted exclusively to the manufacture of fluorescent and slimline luminaires, the new plant occupies 64,000 square feet of floor space. The firm also has plants in Los Angeles and at Portland, Ore.

MANUFACTURERS APPOINT SALES REPRESENTATIVES

Modern Light & Equipment Co., Chicago, Ill., recently announced the appointment of Carl R. Lindell, 2305 Girard Ave. South, Minneapolis, Minn., as its representative for the states of Minnesota, North Dakota and South Dakota, and the cities of Ashland, Eau Claire and LaCrosse, Wis.

National Electric Products Corp., Pittsburgh, Pa., recently announced the appointment of Earl M. McCabe, 1836 Euclid Ave., Cleveland, Ohio, as its sales representative throughout Ohio for electrical raceways and busways.

Pyramid Instrument Co., New York, N. Y., recently announced the appointment of five additional sales representatives for territories in New England, the Southeast, Middle West, Southwest, and southern California.

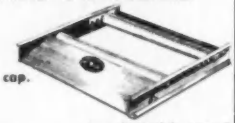
The new appointees and their sales territories are: Charles D. White Co., 589 Atlantic Ave., Boston, Mass.—all of the New England states; Woodman, Rayfield & Potter Co., 1570 Northside Drive, N. W., Atlanta, Ga.—North Car-

Simple as

A B C

Handle heavy reels easily and safely; remove wire or cable from top or bottom, front or back of reel with

ROLL-A-REEL

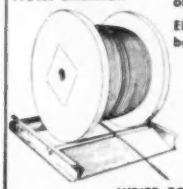


Style A: 2,000 lbs. cap. 37.50

Style B: 4,000 lbs. cap. 75.00

F.O.B. Cincinnati

Low slanted front and positive front lock insure quick loading or unloading.



Eliminate jacks, cumbersome handling.

Carried easily to reels, job or storage.

Sold through wholesalers only.

WRITE TODAY FOR DETAILS

ROLL-A-REEL

327 WEST FOURTH STREET

CINCINNATI 2 OHIO

HYDRAULIC knock-out punches

cut at least 60% off job time

More new, fast-selling equipment from the big BLACKHAWK line!

No Wrench to Swing! • Spectacularly Faster

• No Box Distortion • Close-Quarter Operation • Greater Safety

Here's another reason why every leading wholesaler needs the Blackhawk line. Electricians can't turn down the big savings you offer with this equipment. They understand quickly why the Blackhawk Hydraulic Pull-Ram is superior to the old-fashioned wrench method for punching conduit openings in electrical distribution boxes, pull boxes, etc. A few valuable franchises are available. Ask for details!

A KIT FOR EVERY RANGE—
Knock-out punches and the hydraulic ram are available in complete kits serving ½" up to 2" and ½" up to 4½" openings. Hydraulic equipment furnished separately for present owners of hand punches.

ALSO NEW!
Blackhawk's big line now also includes a *Thin-Wall Conduit Bender*. Spectacular speed. Get facts on Rigid-Pipe Benders and all new equipment by writing today for Bulletin B-50.

BLACKHAWK

HYDRAULIC *Porta-Power* EQUIPMENT

BLACKHAWK MFG. CO., Dept. P4440, Milwaukee 1, Wis.
Without obligation, rush Bulletin B-50 giving WHOLESALER'S full facts on Blackhawk's entire line of Electrician's Equipment.

NAME.....

FIRM.....

ADDRESS.....

CITY.....STATE.....

LOOK TO THE FUSE LEADER FOR PRODUCTION PROGRESS

Double Fibre Bridge Assembly

Increases Strength 10 Times

WARE HI-LAG Fuses have the strongest, most rigid knife blade assembly ever designed in fuses. The two heavy fibre bridges are supported by sturdy brass brackets which add greatly to the strength of the assembly. These bridge supporting brackets are attached to the copper knife blades and contact the entire end of links, so that current flows through the brackets as well as the blades over a large area. Another reason for WARE HI-LAG Fuse's cool operation.

Approved by Underwriters Laboratories
Write for descriptive Circular

WARE FUSE CORPORATION

4420 W. LAKE ST. CHICAGO 24, ILL.

olina, South Carolina, Tennessee, Alabama and Georgia.

Also Ellman & Zuckerman, 119 South Jefferson St., Chicago, Ill.—parts of Wisconsin, Illinois, Iowa, Indiana and Michigan, roughly within a 200-mile radius of Chicago; Glidden Engineering & Equipment Co., 3802 Winchester St., Houston, Tex.—Texas, and parts of Oklahoma and New Mexico; Allied Industries, 412 Seaton St., Los Angeles, Calif.—southern California, Arizona and southern Nevada.

Slater Electric and Mfg. Co., Inc., Woodside, N. Y., recently announced that the territory of Metropolitan New York and northern New Jersey will be covered by the New York firm of Thea and Schoen, Inc.

Tomic Sales and Engineering Co., Detroit, Mich., recently announced the appointment of the following additional representatives and the territories they will cover: Hopper & McCoy, 454 Marietta St., N. W., Atlanta, Ga.—Georgia, Alabama, Florida, North Carolina, South Carolina, and eastern Tennessee; William E. Jobes, 4242 Glenwood Drive, Indianapolis, Ind.—Indiana and Kentucky; Southland Sales Agents, P. O. Box 165, Memphis, Tenn.—Arkansas and western Tennessee; Hutson Colcock, 616 Baronne St., New Orleans, La.—Louisiana and Mississippi.

OBITUARIES

M. H. Paine

M. H. Paine, founder of the Paine Company of Chicago, died February 23. He was 98.

Mr. Paine formed his own company after he was retired from the Haywood-Wakefield Company at the age of 60.

M. H. Paine

He was active in the affairs of his firm until his retirement in 1940.

Inventions credited to Mr. Paine include the spring wing toggle bolt, the steel expansion shell, and the outlet box and fixture hanger—hanging and fastening devices that have helped thousands of builders and contractors.

Carl J. Sachs

Carl J. Sachs, manager of the Los Angeles district for the Arrow-Hart & Hegeman Electric Co., Hartford, Conn., died February 8th.

Mr. Sachs had been in the employ of Arrow-Hart for 26 years. Prior to joining Arrow-Hart, he was connected with

Carl J. Sachs

the Graham-Reynolds Electric Co., electrical wholesaling firm of Los Angeles, Calif.

He is survived by his widow, two sons and two daughters. Their home is in Pasadena, Calif.

ASSOCIATION NEWS

CHICAGO—Axel H. Kahn, district manager, General Electric Supply Corp., was re-elected president of the Chicago Electric Association for the 1950 term.

The association is now in the midst of a thirteen-week extensive electric range campaign. Athough it is too early to tabulate the results of the endeavor, the enthusiasm and cooperation by all members of the association indicates a successful program.

The Electric Association has recently completed plans for a thirteen-week television program. The association will sponsor two programs each week starring Clint Youle of "Weatherman" fame.

For some time the board of directors of the Electric Association has felt that electrical dealers and their salesmen need a promotion or a means of explaining fullly the advantages of electrical living.

Youle will discuss and illustrate by means of simple line drawings the basic principles that make electric appliances work, make them necessary, and make them useful in the ordinary home and which together form what we call electrical living.

DALLAS—Members of the Dallas Electric Club were privileged to hear Claude A. Putnam, president of the

with

ACCURATE

FRICTION AND RUBBER

TAPES

SINGLE ROLL CARTONS

SINGLE ROLLS CELLOPHANE WRAPPED

THAT'S WHY MORE AND MORE TAPE USERS CALL FOR THEM BY NAME

ACCURATE!

Accurate Tapes work with the man who uses them. Faster-working, they save time, materials and temper on the job. The complete Accurate line includes a tape for every electrical need. Cash in on the growing demand for Accurate Tapes by stocking and selling the entire line! Remember, Accurate Tapes are nationally advertised in leading magazines reaching all segments of your trade—right through the year! Complete coverage where it's needed most.

If you're planning a tape display, build it around the attractive Accurate packaging. Call or write, today, for the new illustrated catalog—Accurate Manufacturing Company, Garfield, New Jersey.

ACCURATE TAPE

TOPS for TV!

Perfect Control of LEAD-IN TAPES

Only ONE Nail or Screw
Perfect Insulation
Weatherproof
Tough-Pliable-Permanent
for the life of the building.

Makers of famous C. P. C. 742 Plastic Clamp in 21 Sizes

Send for Circular 3191

COMMERCIAL PLASTICS CO.

MERCHANDISE MART • CHICAGO 54

UNEQUALLED

. . . FOR LASTING FRESHNESS

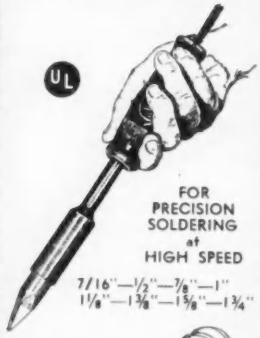
...users who KNOW buy only the BEST

Ask for them by name...

OKONITE and MANSON tapes

VULCAN

SCREW TIP — ELECTRIC SOLDERING TOOLS



FOR PRECISION SOLDERING at HIGH SPEED

7/16"—1/2"—7/8"—1"
1 1/8"—1 3/8"—1 5/8"—1 3/4"

VULCAN ALL ALUMINUM ELECTRIC GLUE POTS

one pint to four quarts.

VULCAN ELECTRIC CO.

Danvers 9, Mass.

National Association of Manufacturers, recently when he addressed a group of Dallas businessmen. The subject of Mr. Putnam's talk was, "Our Land and Our Spirit, Our Natural Resources."

DENVER—The Rocky Mountain Electrical League joined with the local chapter of the I.E.S. at a recent meeting to hear Don P. Caverly, director of commercial engineering, Sylvania Electric Products, Inc., speak on the subject, "New Developments in Office and Industry Lighting."

KANSAS CITY—The association has amended its constitution to revise its divisions. Henceforth there will be four new divisions: Electrical Appliance Wholesalers, Electrical Supply Wholesalers, Electrical Manufacturers' Agents and Representatives, and Radio and Television Broadcasters.

J. A. Ekstrom, sales manager for Glasco Electric Co., is the new vice president of the Supply Wholesalers Division. K. G. Gillespie, general manager for Jenkins continues as vice president of the Electrical Appliance Wholesalers Division.

WANTED SALES MANAGER
ELECTRICAL DEPARTMENT

Largest and oldest electrical wholesaler in South has this position open now. This company offers:

- Pension and Retirement Plan
- Hospitalization and Sick Benefits
- Group Life Insurance
- Annual Bonus Plan.

Here is a real opportunity for a man who can build a hard *hitting* department in a territory with real potentiality. Headquarters in New Orleans.

Applicant should be 35-45 years of age, degree in electrical engineering preferred. We want a man who has been successful in managing and building an electrical jobbing operation, but is looking for an opportunity for growth.

For interview give complete and detailed outline of education, past experience and references in first letter. All replies held confidential.

Box 6144 Electrical Wholesaling
330 W. 42nd St., New York 18, N. Y.

REPRESENTATIVES WANTED

Progressive Manufacturer of Floodlight Assemblies and Vapor Proof Fixtures requires active and sincere representation.

Territories available:

Pittsburgh—(Western Pa. and W. Va.); Charlotte—(Virginia, Carolinas); Cleveland—(Northern Ohio); Cincinnati—(Southern Ohio, Kentucky); Memphis—(Western Tennessee, Arkansas, Northern Mississippi); New Orleans—(La. Southern Miss.); Denver—(Mont., Wyo., Colo.); Seattle—Portland (Wash., Ore.); Omaha—(Ia., Neb.); New York State; Houston—Dallas (Texas); Los Angeles—San Fran. (Calif., Ariz., N. M.); Missouri; Minnesota; Georgia and Alabama.

RW-2454, Electrical Wholesaling
330 W. 42nd St., New York 18, N. Y.

YOUNGSTOWN—A. C. Kirchartz of the General Electric Lamp Department, Nela Park, was guest speaker at a recent meeting of the Electrical League of Eastern Ohio.

Mr. Kirchartz discussed and demonstrated a number of new lamp developments.

The program for the meeting of the League on April 17th is being planned by the General Electric Supply Corporation.

MORE FACTS ON PRODUCTS

Cold Cathode Lighting—A 44- page booklet entitled "Facts on Cold Cathode Lighting for School" include engineering data on cold cathode lamps and fixtures. Illuminating Engineering Co., 2347 East Nine Mile Road, Hazel Park, Mich.

When writing mention ELECTRICAL WHOLESALING

Capacitor—"How to Improve Your Load Voltage without Breaking the Camel's Back" is the title of Bulletin No. 147 issued by Cornell-Dubilier Electric Corp., South Plainfield, N. J. It describes the company's 240-volt single phase, pole type, secondary power-factor capacitor.

When writing mention ELECTRICAL WHOLESALING

Electric Motor—A 4-page folder illustrates and describes the "Slo-Speed" electric motor manufactured by Sterling Electric Motors, Inc., Telegraph Rd., at Atlantic Blvd., Los Angeles 22, Calif.

When writing mention ELECTRICAL WHOLESALING

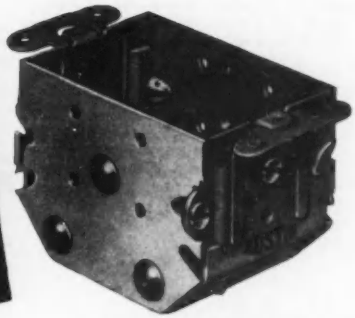
HEINEMANN

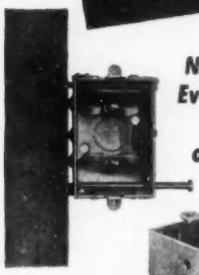
CUTOUT MATERIALS

Plug Fuse and
Cartridge Fuse Cutouts
Plug and Cartridge
Fuse Entrance Switches
Battery Switches
Meter Test Blocks

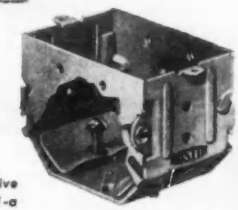
HEINEMANN ELECTRIC CO.
152 Plum Street
Trenton New Jersey

AUSTIN'S Improved LR BOX





Nails to Studding Evenly, Accurately, in a Matter of Seconds . . .



For use in Old or New Wiring

Write for descriptive price sheet No. A-1-a

Faster Installation!
Nail holes in box sides provide fast, easy installation. Saves money by eliminating bracket. Nail heads driven in tight—box is never out of line.

Perfect Alignment!
3 nubs facing outward on each side of box prevent box from tilting. First nub is 7/8" from front of box to permit adjustment for wallboard or plaster.

The M. E. Austin Company
NORTHBROOK ILLINOIS

Surface Wiring

No. 5020 Brown

1-3/8" High

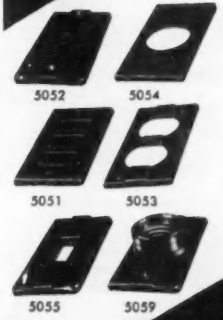
The UNION surface wiring line is designed to supplement not duplicate existing stocks.

Installed by standard wiring methods.

Eliminates the cramped and exacting wiring problems found in many surface devices.

Ideal for farm buildings, garages, attics, basements, etc. Listed by Underwriters, Inc. Approved by REA.

5071-1



5052 5054 5051 5053 5055 5059

At Its Best

UNION INSULATING CO.
PARKERSBURG, WEST VIRGINIA

PICK *WINNERS* FOR *GYMNASIUM LIGHTING*

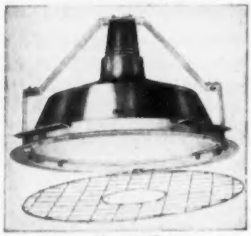
THE WHOLESALER

WINS SALES WITH LIGHTING EQUIPMENT BEARING THIS LABEL.

MULTI RLM

THE CUSTOMER

WINS THE PRIZE OF FULL VALUE FOR DOLLAR SPENT FOR LIGHTING EQUIPMENT WITH THIS LABEL.



No. 3088

THIS MULTI FIXTURE

WINS APPROVAL OF THE ELECTRICIAN AND THE MAINTENANCE MAN. SERVICEABLE FROM ABOVE OR BELOW SUSPENDED CEILING. STURDY CONSTRUCTION. QUALITY PORCELAIN ENAMEL. 5" DIAM. HANDHOLE IN GUARD ALLOWS FOR EASY RELAMPING.

No. 4080

THIS MULTI HIGH BAY REFLECTOR FOR THE OPEN CEILING GYMNASIUM IS AVAILABLE IN ALZAK ALUMINUM OR PORCELAIN ENAMELED STEEL.

REQUEST BULLETIN "S" FOR COMPLETE DESCRIPTIONS

MULTI

ELECTRICAL MFG. CO.
4223 WEST LAKE STREET CHICAGO

Control Equipment—Bulletin 3100 contains graphs, schematic diagrams, engineering drawings, ratings, and data on application, operation and construction of the magnetic panelboard circuit breaker manufactured by Heinemann Electric Co., 712 Plum St., Trenton 4, N. J.

When writing mention ELECTRICAL WHOLESALING

Control Equipment—Specific fit controls for more than 1000 individual refrigerator models are described in a folder CS-218 published by Cutler-Hammer, Inc., 476 North 12th St., Milwaukee 1, Wis. Also listed are a line of accessories and semi-commercial and commercial controls.

When writing mention ELECTRICAL WHOLESALING

Fluorescent Lighting Fixtures—In a 4-page folder Moe-Bridges Corp., Sheboygan, Wis., features its line of fluorescent fixtures—open, louvered, glass enclosed, plastic enclosed, sectional slimline, sectional cold cathode and spotlighting units.

When writing mention ELECTRICAL WHOLESALING

Opportunity for Sales Representatives

One of the West's largest mfg of quality electrical devices has further expanded facilities for complete line of switchplates, toggle plates, toggle switches, duplex outlets, etc. Territories available for volume producers calling on electrical wholesale trade. Write complete information to

A-P ELECTRICAL DEVICES Corp.
P.O. Box 2135, Terminal Annex, L. A. 54, Calif.

WHEN YOU USE PLIERS... *You need* CHANNELLOCK

Easy to remember... CHANNELLOCK

CHANNELLOCK • CHANNELLOCK • CHANNELLOCK • CHANNELLOCK

No matter what your work . . . plumbing, electrical, automotive, aviation, battery or ignition—there is a Channellock plier designed specifically for your job. If you use pliers . . . you need Channellock.

CHANNELLOCK

The exclusive tongue and groove joint gives you these "plus" features: Greater Strength, Longer Wearing, Self-Cleaning, Closely Spaced Adjustments, Visible Adjustments, No Wear on Joint Bolt.

Send for Catalog C-7 today

CHAMPION DEARMENT TOOL CO
MEADVILLE • PA.

Only Champion DeArment makes

CHAN NEL LOCK

TRADE MARK REG. U.S. PAT. OFF.

ENTRANCE CAPS AND FITTINGS of Rustproof Cast Aluminum Alloy by AUSTIN

No. 1572 Entrance Head. Key-hole mounting bracket for easy attachment to building.

No. 275 One Hole Strap for oval-shaped cable.

No. 2275 Two Hole Strap for oval-shaped cable.

No. 50-36 Watertight Connector. Cutaway view illustrates how 3-point compression forces rubber gland around entire circumference of cable.

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Hospital Intercommunicating Equipment—In a 6-page folder No. HLS-2 the Cannon locking pushbutton nurses' call system is printed in a typical floor wiring and schematic wiring diagram, together with photographs of the various units, and dimensional sketches of the standard wall receptacle and pushbutton with cord and plug. Cannon Electric Development Co., 3209 Humboldt St., Los Angeles 31, Calif.

When writing mention ELECTRICAL WHOLESALING

Incandescent Lighting Fixtures—The Gruber Bros. line of fixtures for hospital, institutions, public building and commercial installations are illustrated in catalog No. I-49. Also included are architectural specifications for a hinged drum fixture. Gruber Bros., Inc., 125 S. First St., Brooklyn 11, N. Y.

When writing mention ELECTRICAL WHOLESALING

Motor Control Equipment—The fourth edition of Allen-Bradley's motor control catalog includes detailed information on starting switches, voltage starters, relays and contactors, limit switches, and various types of accessories. Allen-Bradley Co., 136 W. Greenfield Ave., Milwaukee 4, Wis.

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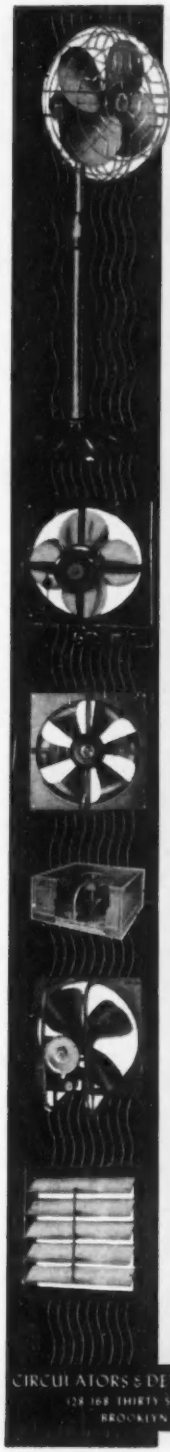

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"Over-All" Lighting—Catalog No. 50 explains the Wakefield "over-all" lighting system, contains illustrations of the company's various types of lighting fixtures and also features in blue print style candle power distribution curves, and constructional and dimensional layouts. The F. W. Wakefield Brass Co., Vermilion, Ohio.

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Slimline Industrial Units—Catalog No. 949 illustrates the company's line of slimline industrial fixtures that are adaptable to individual or continuous row mounting, or for chain or stem suspension. Keystone Electric Co., Inc., 2228 East Tioga St., Philadelphia 34, Penn.

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Tapered Sleeve Splice—John A. Roebling's Sons Co., 640 S. Broad St., Trenton 2, N. J., has published a 4-page folder describing its all-purpose sling with tapered sleeve splice. Included in folder are other types of Roebling loop splices and end attachments.

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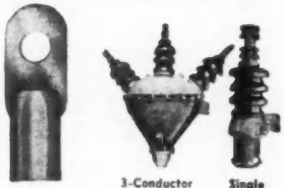

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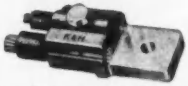

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Two or four bolts, designed to meet requirements where a single lug adequately applies to several size conductors. Cover range of wire sizes from 1-1/0 to 2,000,000CM solid or stranded.

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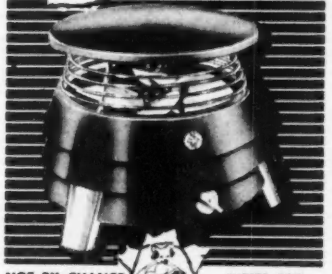

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Transformers—Catalog AC 178 on air cooled transformers is issued by Acme Electric Corp., Cuba, N. Y. It describes improvements in design and construction and contains detailed explanations and wiring diagrams on how these transformers operate and includes a chart showing methods of using single phase transformers in three phase hookups.

When writing mention ELECTRICAL WHOLESALING

Wire and Cable—Catalog 500, published by the Triangle Conduit & Cable Co., Inc., 1902 Jersey Ave., New Brunswick, N. J., covers the company's line of "Glazon" building wire, "Glazon" "Triex" non-metallic sheathed cable, thermosplastic covered and neoprene covered wire, various types of underground service wire and cable, and a range of varnished cambric, high voltage and power cable.

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Wiring Devices—A 4-page folder illustrates various types of wiring devices and cord sets—heater connectors, heater cord sets, multiple-lampholder sockets and taps, wall plates, wall outlets, etc.—manufactured by Monowatt Inc., 66 Bissell St., Providence, R. I.

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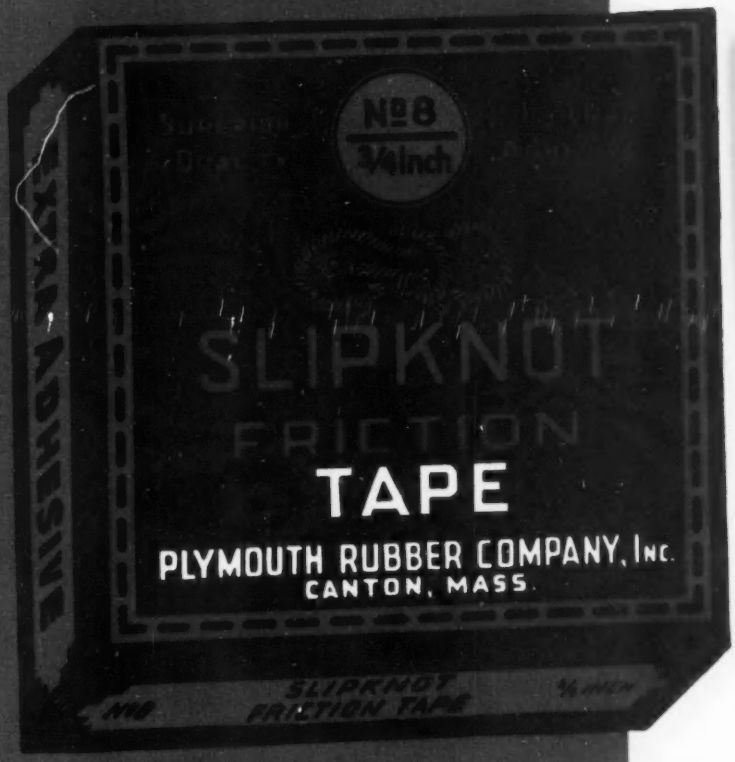

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